

## INSIDE



## 81 | TRION WORLDS, INC.

Crack MMO developer brings *ArcheAge* and new *Defiance* content.



## 17 | SQUARE ENIX, INC.

The future of the *Final Fantasy* and *Thief* sagas is now.



## 48 | NAMCO BANDAI GAMES AMERICA, INC.

Get ready for all-new adventures in the *Dark Souls* and *Pac-Man* franchises!



## 51 | DISNEY INTERACTIVE

The Mouse House debuts *Disney Infinity* and *Fantasia: Music Evolved*.



## 56 | PHOTO GALLERY

Straight from the E3 press conferences and show floor!

## EXHIBITORS:

## 22 | SHOW FLOOR MAPS

## 30 | EXHIBITOR LIST

## 33 | EXHIBITOR PROFILES



# SHOW DAILY

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## ONE CONSOLE, ENDLESS ENTERTAINMENT

MICROSOFT REVEALS EXCLUSIVE GAMES AND NEW PROPERTIES FOR THE UPCOMING XBOX ONE



Halo (Xbox One)

**M**icrosoft Corporation thrilled fans and energized millions of viewers with news of Xbox One details, new games, and exclusive titles.

When Microsoft revealed its new console in May, the company focused on the hardware itself and its myriad new features, like the advanced Kinect motion and voice sensing bar, and a built-in digital video recorder (DVR) for capturing and sharing gameplay footage. Monday's event strongly focused on what fans can expect to play on the console at launch – and well into 2014. "It's all about the games," said Don Mattrick, Microsoft's president of Interactive Entertainment Business.

The company also unveiled a release window and price: The Xbox One will

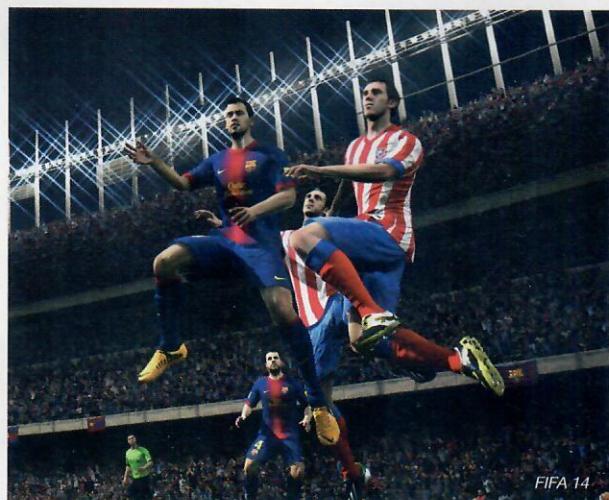
CONTINUED ON PAGE 4

## FREEDOM, CREATIVITY, CONTROL

ELECTRONIC ARTS LOOKS TO THE FUTURE

In the Electronic Arts E3 2013 press conference, special guest Kyrie Irving of the Cleveland Cavaliers pro basketball team said that to succeed, NBA players need "freedom, creativity, control." That statement applies just as well to making great games – and EA offers gamers all three of these crucial ingredients, thanks to its two powerful new game engines, the EA Sports Ignite and the Frostbite 3.

These engines were the backbone of EA's presentation, showing new games with clarity, dynamism, beauty, and realism. First on the Frostbite 3 roster was *Plants vs. Zombies: Garden Warfare*, which was introduced via a tongue-in-cheek, *Battlefield*-inspired trailer. This third-person action game features a hilarious four-player co-op survival mode, wherein players assume the roles of the series' trademark Peashooter, Chomper,



CONTINUED ON PAGE 6

FIFA 14



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Microsoft Xbox Press Conference

launch in 21 worldwide territories in November, priced at \$499, €499, and £429 for various regions. Gamers can now pre-order a special edition Xbox One Day One console, which includes an exclusive controller design and a commemorative Achievement.

Games commanded the bulk of the focus at the briefing, kicking off with a lengthy look at *Metal Gear Solid V: The Phantom Pain* from Konami. Slated for release on Xbox One, the latest entry in the stealth-action franchise shifts to an open-world setting, with the footage showing grizzled hero Snake, also known as Big Boss, riding a horse through an Afghani desert, as well as using stealth skills to evade armed guards.

*Ryse: Son of Rome* also featured heavily in the presentation. Set in Ancient Rome, *Ryse* is an Xbox One exclusive, launching alongside the console. Created by Crytek (*Crysis*), *Ryse* will launch on Xbox One to take advantage of the next-gen console's advanced hardware capabilities. "I've been searching for a way to make this game for a long time," said Crytek president and CEO Cevat Yerli, following a gameplay demo that showed dazzlingly frantic sword-based combat and strategic troop formations.

Next up, Microsoft's *Forza*

*Motorsport 5* got an in-depth presentation. Developer Turn 10 revealed a feature called "Drivatar," which learns from players' racing tendencies and creates computer-controlled counterparts that appear in other users' races. The prototype McLaren P1 supercar appeared on the stage – only two currently exist – with the same vehicle shown in-game for comparison. *Forza 5* will be available at the Xbox One's launch, and is playable alongside *Ryse: Son of Rome* on the E3 show floor.

Microsoft demonstrated numerous exclusive titles that will appear on the Xbox One post-launch, including the revival of the fan-favorite *Killer Instinct* fighting game series. Original creator Rare is co-developing the game with Double Helix, and the gameplay footage showed familiar fighters trading classic moves. Microsoft also announced that *Kinect Sports Rivals*, a new entry in Rare's motion-based series, will be available this November for Xbox One.

Ted Price, president and CEO of Insomniac Games, took the stage to debut a trailer for *Sunset Overdrive*, a vibrant open-world shooter that marks the studio's first exclusive game for an Xbox console. "It's something that we could only do on Xbox One," said Price.



Killer Instinct

In addition, developer Mojang will deliver the indie sensation *Minecraft: Xbox One Edition*, with larger maps and additional multiplayer options. Microsoft also showed gameplay footage from *D4* – an episodic adventure series from Hidetaka "Swery65" Suehiro, creator of eccentric fare like the cult-favorite *Deadly Premonition*.

Remedy Entertainment unveiled an in-game clip from *Quantum Break*, an action game tied to a companion TV series. Also featured was *Crimson Dragon* – a third-person shooter that puts players on the back of a giant dragon. It is set to debut exclusively on Xbox One from developers Grounding and Land Ho.

Microsoft hopes to ignite Xbox One and Windows 8 users' creativity with *Project Spark*, a game-creation suite that lets users generate and share their own original games. Voice commands are used to quickly create environments, and deeper control options allow for even more fine-tuned

game *Max: The Curse of Brotherhood* and Namco Bandai's 2014 epic *Dark Souls II* closed out the Xbox 360 portion of the show.

Microsoft promised that hundreds of games are set to release on the Xbox 360 console in the coming years, and underscored this with the revelation of a newly redesigned version of the Xbox 360 – available immediately.

Ultimately, the Xbox One was the star of the show, and Microsoft drove the point home with a trio of exclusive, triple-A games. First up was *Dead Rising 3*, the latest open-world zombie-slaying title from Capcom's Vancouver studio. The polished gameplay footage showed new hero Nick Ramos eliminating undead opponents in a California town using various custom-built weapons that he created on the spot.

Microsoft's own blockbuster *Halo* first-person shooter franchise returns in 2014 with a brand-new Xbox One entry. A teaser trailer



Forza Motorsport 5

customization. Players can also tweak and play their friends' created games.

After a brief demo of Capybara Games' Xbox One-exclusive game *Below*, Microsoft announced that it has invested in five new studios to create original games for Xbox One, and aired a clip from a currently untitled action game in development by Black Tusk Studios. Following this, the creators of *Battlefield 4* (EA) and *The Witcher 3: Wild Hunt* (CD Projekt RED) showed off the hotly anticipated Xbox One versions of each.

Microsoft also debuted several new titles for the Xbox 360, which continues to thrive nearly eight years after its launch. *World of Tanks: Xbox 360 Edition* launches this summer as a free-to-play game, bringing Wargaming.net's multiplayer PC favorite to the home console. Trailers for Press Play's upcoming platform-action

was shown to whet fans' appetites. The publisher revealed that this upcoming *Halo* installment will be the series' first console entry to run at a smooth 60 frames-per-second. It is also set to feature dedicated multiplayer servers, enhanced by cloud technology.

The press conference closed out with a brand new franchise: *Titanfall*, a multiplayer-centric FPS developed by Respawn Entertainment and published by Electronic Arts, coming spring 2014. The game is exclusive to both Xbox consoles and Windows 8, and the footage (shown running on Xbox One) depicted a chaotic battlefield in which soldiers – both on-foot and piloting massive mechs – waged war for supremacy.

*Titanfall* – along with the rest of Microsoft's exciting lineup – is sure to drive interest in the Xbox One as it prepares to launch worldwide this November.

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PS3

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Sunflower, and Cactus plants. In EA's demonstration, four players fended off marauding zombies with a remote-controlled garlic bulb drone and exploding bok choy. The lighthearted zombie romp culminated in a two-part fight against a boss called the Disco Zombie, whose specialty consisted of swinging a sparkling (and dangerous) disco ball. *Plants vs. Zombies: Garden Warfare* is set for release on Xbox One and Xbox 360.

After this, EA demonstrated its intense new sci-fi shooter, *Titanfall*. Developed by Respawn Entertainment and due in spring 2014 for Xbox 360, Xbox One, and PlayStation 4, *Titanfall* focuses on combat between high-tech, agile, single-soldier mech vehicles called Titans. The excitement continued with a teaser trailer for a new game from *Battlefield* developer DICE. The trailer initially showed a snowy landscape, which was suddenly



interrupted by the stomp of a mechanical walker, and ended with the cheer-inducing logo for *Star Wars: Battlefront*.

Heading back for more Earthbound territory, EA next showed the upcoming street racer *Need for Speed Rivals*, and featured special guest Aaron Paul – best-known for his role on the hit television show *Breaking Bad*, and slated to star in the *Need for Speed* film (coming to theaters spring 2014). As a gamer himself, Paul enthusiastically introduced EA's heart-pumping racing game. A brief two-player demo began with a rain-soaked road and a sleek red Ferrari. Midway through the race, a second player entered the game, thanks to its AutoDrive feature (which allows seamless transitions between single-player and multiplayer).

After *Need for Speed*, EA kept the excitement high with a brief trailer for the third installment in

developer BioWare's *Dragon Age* series, *Dragon Age III: Inquisition*. Set for release in fall 2014 (with platforms still unannounced), the game promises a deep, provocative, and thoroughly gorgeous fantasy experience.

At this point, EA focused on the new EA Sports Ignite engine and next-gen titles in development for it. Andrew Wilson, head of EA Sports, presented *NBA Live 14* with special guest and pro basketball player Kyrie Irving. The duo showed off some of the Ignite engine's capabilities, such as naturalistic player movement and new "bounce tech" that separates the ball from physics. The technologies combine to create an exceptionally realistic and responsive gameplay experience for the upcoming Xbox One and PlayStation 4 title.

Next up was *Madden NFL 25*, coming out August 27 for Xbox 360 and Sony PlayStation 3. Cam



EA's lineup would never be complete without a celebration of its recent partnership with Ultimate Fighting Championship (UFC). *EA Sports UFC*, due in spring 2014 for the Xbox One and PlayStation 4, was introduced by UFC president Dana White, UFC lightweight champion Benson Henderson, and UFC light heavyweight champion Jon Jones. The game features a new system that allows fighters to organically alter their strategies during the fight and feel the punches like never before, thanks to new full-body physics technology.

After the sports game talk, EA pumped up the crowd even more by announcing what could very well be the most high-profile incarnation of the Frostbite 3 engine, *Battlefield 4*. Magnus Troedsson, general manager of *Battlefield* developer DICE, said the game features what he called "Levolution" – the next level of chaotic multiplayer combat. DICE demonstrated just how amazing *Battlefield 4* looks with a live 64-player demo. Following a specific team onscreen, the view began in a helicopter hovering over a gleaming cityscape. As the soldiers landed, broken water mains spouted and rubble fell as the team sustained heavy fire. The squad made its way through a subway, destroyed a city street from below (and disabled a tank

in the process), and headed up into a high-rise.

From the top floor, the team fought off tanks and helicopters, shooting from blown-out windows. When things got too hot, they leaped from the building, floated to the street, and turned just in time to see the building they had occupied toppled to the ground by missile fire. In addition to this level of visceral combat, *Battlefield 4* features a new Commander mode, which allows one team member to get a bird's eye view of the action and coordinate the team's efforts. The game also features a social network called the Battle Log, which allows players to interact with the game at any time and from any place, from a range of (as yet unspecified) devices.

Before wrapping things up, EA hit the audience with one final surprise: After years of fan demand, DICE is developing a new *Mirror's Edge* game. EA teased the title with a brief trailer and promised that the game is "coming when it's ready."

With the freedom, creativity, and control of its new game engines powering a slate of high-impact titles, EA is poised to take the next generation of video games by storm.



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# SUNFLEX USA PRESENTS UNU AT E3 2013

**REVOLUTIONARY DEVICE IS A TABLET, SMART TV, AND GAME CONSOLE — ALL IN ONE**

**C**ombining the simplicity of an Android tablet with the power of a smart TV, plus the fun and versatility of a game console might seem all but impossible. But at E3 this year, Sunflex USA LLC proves it can be done at with its all-new *unu* device. What makes the *unu* possible are its three key peripherals: the docking station, the “air mouse,” and the *unu* game controller.

On its own, the *unu* functions as a portable tablet, which is based on Google’s Android operating system and offers access to apps from the Google Play store. When coupled with

the supplied TV docking station, the *unu* transforms into a smart TV receiver, allowing users access to their favorite smart TV applications, such as Netflix. In addition, the innovative “air mouse” remote control lets users navigate the *unu*’s TV menus easily and quickly, as if they were maneuvering a PC mouse in mid-air.

While docked, the *unu* also delivers the user’s entire library of Android games onto the big screen. Taking advantage of its simple-to-use proprietary gaming controller, *unu* users can enjoy their favorite games with the visual and sound

Sunflex *unu*Sunflex *unu*

quality of their televisions. For gamers looking to bridge the gap from the touchscreen interface to the immersive experience of

the console, *unu* offers a whole new game experience. The *unu* will be available for purchase in summer 2013.



ArcheAge



Defiance

## MMO GAME CHANGERS: DEFIANCE, ARCHEAGE

**TRION WORLDS VAULTS INTO THE SPOTLIGHT**

**K**eeping millions of online gamers entertained is a huge undertaking, and holding onto subscribers requires constantly devising new ways to engage players. It may sound formidable, but with its two new massively multiplayer online games, Trion Worlds makes it look easy.

First on the bill is *Defiance*, Trion’s groundbreaking game-slash-television series. This multimedia hybrid takes viewers and players to a futuristic world where humanity must fight a ruthless alien race. The game and the Syfy Channel companion show progress in parallel, and since the April launch, fans have enjoyed the TV show’s wild west-style melodrama and the game’s dynamic world events. Later this year, extra content for *Defiance* hits the boards with a new playable race, a new siege mode, species changing

opportunities, and three new Monolith Arkfall events.

Next up is *ArcheAge*, published by Trion and created by *Lineage* creator Jake Song. Traditionally, MMOs control how players experience them, but *ArcheAge* lets players enjoy the game in whatever manner they choose. This fantasy-themed sandbox gives players total control over where they go, what they do, and who they are. A North American release date has not been announced, but a successful South Korean release in January suggests it should be arriving online in the US soon.

Within the show business-like competitiveness of online games, few MMOs even get a callback. Fortunately for Trion, its demonstrated knack for creating compelling content that keeps gamers coming back for more is likely to make it a star.



# FOCUSING ON FUN

SHERLOCK HOLMES PLUS THREE NEW SERIES SHINE IN FOCUS HOME INTERACTIVE'S LINEUP

**F**ocus Home Interactive offers a new chapter in its long-running *Sherlock Holmes* series at E3 2013. The newly released PC game *Crimes & Punishments: Sherlock Holmes* is the first game in the series to see players actively take on the role of the consulting detective, rather than observing Holmes' investigative process. Eight new cases and 12 possible endings mean that many story options await players.

Also coming later in 2013 for PlayStation 3, Xbox 360, and PC is *Bound by Flame*, a role-playing game set in a world ravaged by war between humans and undead. In this title, the player takes control of a human possessed by a demon of fire, and must either struggle to keep his own humanity or allow the incredible power of the demon to take over.

Next up this fall, Focus Home Interactive's *Magrunner* is an action-puzzle

game set in 2050 and inspired by the tales of famed horror writer H.P. Lovecraft. Players come into possession of the Magtech glove, a device which allows them to infuse objects in the game world with electromagnetic charge. Using this ability, players can attract and repel various objects to solve puzzles and progress through the game's exciting science-fiction storyline. *Magrunner* is set for release on Xbox Live, PlayStation Network, and PC.

Finally, Focus Home Interactive is showing *ObsCure*, a new take on the popular sidescrolling game from 2004. Later this year (on PlayStation Network, Xbox Live, and PC), *ObsCure* tests players' battling abilities as they face off against a horde of horrific monsters, alone or cooperatively with up to three friends. With four new games from four completely different genres, Focus Home Interactive offers E3 attendees an action-packed lineup for the upcoming year and beyond.

# FINANCIAL REPORTING FACES DIGITAL DILEMMA

The process of managing inventory, returns, sell-in, and sell-through is well understood when it comes to physical goods in the video game industry. With the advent of in-app purchases, downloadable content, and digital returns, this process has become convoluted. The large number of online retailers, fragmenting platforms, and emerging business models create complex scenarios that only add to the burdens of already stretched internal financial teams. The complexities multiply exponentially for publishers managing royalty and license payments back to developers and third parties.

Over the last two years EEDAR has become the video game industry's most adopted digital sales data processing

partner, with active agreements supporting over a dozen of the world's top publishers.

**“EFFICIENTLY MANAGING DIGITAL SALES DATA REQUIRES COMPLEX PROCESSING SYSTEMS AND ACCURATE METADATA”**

“EEDAR digital sales management delivers more accurate information to finance departments faster and more cost effectively than internal resources can produce alone,” said Greg Short, CEO of EEDAR. “In addition, our comprehensive auditing controls ensure peace of mind in relation to the security, timeliness and accuracy of the data clients receive.”

## DIGITAL SALES ARE A GROWING CHALLENGE FOR FINANCE AND ROYALTY TEAMS.

Sales data will continue to become more fragmented as digital video game consumption expands. Addressing the many edge cases in revenue recognition, product bundles, discounting, taxation and royalty reporting require both domain expertise and extensive product identity and metadata systems. Simply throwing man power at the problem is no longer cost-effective.

“It is inevitable that the digital video game industry will see increased financial complexity for the foreseeable future,” Short added. “By continuing to work closely with publishers and major accounting firms, EEDAR is helping to shape much needed best practices and standards, while providing a reliable – and affordable – data infrastructure to augment the operations of finance departments around the world.”





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# ESA MEMBER LISTING

AS OF APRIL, 2013

- 345 Games
- 505 Games
- Capcom USA, Inc.
- Deep Silver
- DeNA
- Disney Interactive Studios, Inc.
- Electronic Arts
- Epic Games, Inc.
- gloops International Inc.
- GREE International, Inc.
- Konami Digital Entertainment
- LEVEL-5 Inc.
- Little Orbit
- Mad Catz Interactive, Inc.
- Microsoft Corporation
- Namco Bandai Games America Inc.
- Natsume Inc.
- NetDragon Websoft Inc.
- Nexon America, Inc.
- Nintendo of America Inc.
- NVIDIA
- Perfect World Entertainment
- Rubicon Organization
- SEGA of America, Inc.
- Slang
- Sony Computer Entertainment America
- Sony Online Entertainment, Inc.
- Square Enix, Inc.
- Take-Two Interactive Software, Inc.
- Tecmo Koei America Corporation
- Trion Worlds, Inc.
- Ubisoft Entertainment, Inc.
- Wargaming
- Warner Bros. Interactive Entertainment Inc.
- XSEED Games



*Michael D. Gallagher*

**Michael D. Gallagher**  
President and CEO, ESA



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## Interview with ESA CEO

# MIKE GALLAGHER

**Q:** What is the Entertainment Software Association, and what is its role in the industry?

The ESA is the U.S. trade association representing companies that publish computer and video games on all platforms, including consoles, personal computers, handheld devices, smart phones, tablets, and the Internet. Our members include virtually all of the top entertainment software companies.

Our organization provides insight, knowledge, and assistance to these companies to help them navigate today's complex marketplace, enabling them to advance their objectives and achieve their goals. We also represent our industry on a variety of issues, from First Amendment advocacy to intellectual property protection, and work to foster economic conditions that support our growing industry.

**Q:** Last year, we saw E3 evolve with new exhibitors, such as mobile gaming companies, joining the event. What would you say the "state of E3" is coming into the 2013 event?

Coming into E3, I can say that the event is at its strongest. We are coming off a great showing in 2012 that welcomed new innovations in the mobile and console space. E3 continues to be the premier video game expo in the world.

This year, we will be welcoming in a new generation of video games, embracing new ideas from the mobile market, and giving a spotlight to up-and-coming game designers through our E3 College Competition. We are very excited to add that competition to our expo. While the best in the

industry will be showing off exciting new innovations, we also wanted to be able to give a stage to the next generation of game designers.

We will also continue to showcase video games as a mass market medium. Regardless of what type of screen you want to play video games on – handheld, television, phone, tablet, or console – there will be a wealth of content on display for all types of gamers.

#### **Q:** What trends do you think attendees will observe at this year's E3?

I think this year, we are going to see how the mobile and console spaces can come together to provide shared entertainment experiences, as well as generate new ideas to be shared across both platforms.

We have already begun to see tablets and phones connect to consoles, as well as social networks that are specifically built into games and consoles. With new hardware on the horizon, it will be exciting to see how traditional consoles will work with new mobile devices to provide unique gaming experiences.

This cross-platform integration shows you how diverse the industry has become in terms of delivering video game content.

In the past, you needed a television and a console to play games. Now every person with a phone is holding a gaming device, which means almost anyone can be a gamer. That person can also be connected to a variety of video game platforms, through social gameplay and integration.

#### **Q:** With the recent excitement around the next-gen consoles, and the buzz around social and mobile games, how and where do you see the game space evolving in the next five years?

There is room for both game spaces to exist and potentially contribute to each other's success. Ideas from the mobile space are already finding their way into home consoles through tablet controllers and touchscreen integration.

On the mobile side, console franchises are finding new homes – and audiences – on the mobile market, and gameplay styles from consoles are also finding a place on mobile devices. Mobile gaming will once again have a major presence at E3, and the importance of that sector is only going to continue growing.

Mobile games are no longer just associated with "casual" gamers, and have changed the way we view games and those who play them. E3 2013 reflects this trend, as some of the top mobile game designers will attend and exhibit at the expo. In addition, up-and-coming developers are cutting their teeth in the mobile market, which leads to opportunities with the biggest publishers.

#### **Q:** Social media continues to be a major part our culture. How has the continued rise in social media affected the video game industry?

The continued growth of social media and games has continued to introduce entertainment software to wider audiences. It has also enabled video game companies to reach millions of consumers instantly at a much lower cost than before.

Today, more Americans than ever play video games. The large majority of game players are adults, and adult women represent a greater portion of the game-playing population than boys 17 or younger. In addition, an increasing number of gamers report that they play with other gamers in person or with their families.

Industry leaders are producing an ever-expanding variety of games in formats that are accessible across these social platforms.

Some of these companies also incorporate tools into their games and consoles that enable gamers to connect with others through social networks to share information, commentaries, reviews, and recommendations. We've even seen companies create entirely new social networks solely for the purpose of using them on home consoles, mobile devices, or PCs.

(Continued on to next page)

## Interview with ESA CEO

# MIKE GALLAGHER

*...continued*

**Q:** In the months leading up to E3, media violence has been in the national dialogue. What has the ESA done in response?

Since the media violence debate began in late 2012, we have had a major role in defending the industry against accusations that video games cause real-world violence.

The truth is, video games are a positive part of American culture. Nearly every American plays video games on a variety of products. The Entertainment Software Rating Board (ESRB) is the gold standard for content ratings, and numerous scientific studies find no connection between video games and real-world violence. We have been a part of various high-profile meetings, and made major announcements to illustrate these facts.

In January, the ESA had a meeting with Vice President Joe Biden, where we explained that video games are a positive part of American culture with many social and economic benefits, and educated him on the ESRB ratings system. Following that meeting, we began to work on a PSA campaign to further educate parents about the ESRB's ratings, and this effort was received with acclaim from members of both major political parties. In March, the Federal Trade Commission's retail undercover shopper results found that U.S. video game retailers were the highest amongst entertainment industries, in terms of ratings enforcement.

In short, the ESA is committed to defending the industry and actively educating policymakers and stakeholders about video games' beneficial and positive contributions.

**Q:** Last year, a major storyline during E3 was the uncertainty that E3 would return to Los Angeles. The show is back at the Los Angeles Convention Center this year, but where is the future of the expo?

It is here in Los Angeles.

Last July, we announced that E3 will stay in the city through 2016. Because of the vibrancy of this industry and this trade show, we had many options available to us. However, we came to an agreement that ensured E3 would stay in its traditional home – and we are committed to that.

Video games are a dominant force in the global entertainment marketplace, and there is no better place to display that than Los Angeles. We look forward to continuing our relationship with the city.

**Q:** What do you hope attendees will take away from this year's event? With so many new announcements rumored for this show, where should they be focusing their attention?

My first advice to attendees looking to get the most out of E3: Wear comfortable shoes! There are more than 300,000 square feet of innovations on display, and I encourage attendees to explore them all.

E3 has a lot to offer. We will be showcasing the most technologically advanced and compelling entertainment experiences in the world. We want attendees to take away the sense of excitement, wonder, and anticipation that comes with experiencing cutting-edge entertainment and getting a taste of what is yet to come.

# THE GAME MARKETING SUMMIT WOULD LIKE TO THANK ITS BOARD OF GOVERNORS

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CAROLYN FEINSTEIN *Electronic Arts Incoming Co-Chair*

TONY KEY *Ubisoft Outgoing Co-Chair*

MARY BIHR *LucasArts*

KAREN CONROE *Capcom*

RACHELLE CONSIDINE *Future*

JOLENE CRAMER *Microsoft*

MONA HAMILTON *Carbine Studios*

JACI HAYS *CBS Interactive*

GEOFF KEIGHLEY *Spike TV/Viacom*

ROB KOSTICH *Activision*

KYM NELSON *Twitch*

YAEL PROUGH *IGN Entertainment*

DARIO RACITI *OMD*

JONATHAN SIMPSON-BINT *Twitch*

LEE UNIACKE *GameStop*

AMY VENIER *Machinima*

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Payday 2

# READY FOR ACTION

## 505 GAMES' DIGITAL ACTION AIMS TO THRILL

With its sights set on downloadable releases across multiple platforms, 505 Games lines up a trio of action games for this E3 that spotlight very different settings and objectives, yet all aim to immerse players within exciting scenarios.

*Payday 2* is the sequel to 2011's hit PC and PlayStation 3 (via PlayStation Network) cooperative shooter *Payday: The Heist*. This new title adds the Xbox 360's Xbox Live Arcade to its list of destinations. As in the original release, players take the role of one of four criminals engaged in a thrilling

heist. Each mission utilizes a number of randomized elements to eliminate predictability and ensure that no two attempts are ever exactly the same. Players must work closely with their comrades to complete objectives, ward off attackers, and successfully finish each job.

*Payday 2* packs in an array of fresh gameplay features -- most notably, a "Crimenet" contract database that is frequently updated with new missions, letting players choose their own paths through the criminal underworld. Players can pick different professions with

varying perks, as well as upgrade and modify their characters. Adding to the excitement, completed missions now award rare and beneficial loot in the form of weapon modifications and masks. The sequel also includes longer, multi-stage missions, allowing even more opportunities for entertaining turmoil. Developed by Swedish studio Overkill Software, *Payday 2* infiltrates all three platforms later this summer.

Staying alive amidst a chaotic scenario is also the goal in 505 Games' new action-adventure game *How to Survive*. Set on four islands full of zombies, the game's title refers to a survival guide provided to characters stuck in this treacherous tropical locale, which adds a humorous edge to the action. Adding to the zombie-survival fun, the game includes multiple playable lead characters, offering distinct abilities for each.

Key to the *How to Survive* gameplay experience is an expansive crafting system that lets players merge together various items to create weapons, tools, and other helpful objects. Players will need all the help they can get against the undead enemies that pop up

in both the light of day and eerie evening darkness. *How to Survive* hails from French developer EKO Software, and will be released digitally on Xbox 360, PlayStation 3, Nintendo Wii U, and PC (via Valve's Steam platform) this fall.

Also due out this fall is *Takedown: Red Sabre*, a tactical military shooter that challenges players to work within a squad, with missions that reward deliberate and considered play rather than run-and-gun chaos. *Takedown* hails from Serellan, a new development team headed by Christian Allen, the former creative director of Ubisoft's Tom Clancy's *Ghost Recon* series. Slated for digital release on Xbox 360 and PC through Steam, *Takedown* allows players a wide array of options when tackling objectives, as it simulates the real-life skills and abilities of S.W.A.T. teams and Soldier of Fortune groups.

Whether robbing banks, surviving tropical island zombie uprisings, or executing precise military tactics, 505 Games' three digital releases all look to turn heads on the E3 show floor with unique, action-packed scenarios and exciting gameplay.



Takedown: Red Sabre



Thief

# REALMS REIMAGINED

SQUARE ENIX TAKES BELOVED FRANCHISES INTO THE FUTURE

This year at E3, Square Enix reinvents some of its most popular franchises for the newest platforms, remixes gaming legends in exciting new ways, and showcases fantastical new realms of fun in *Final Fantasy*.

The revered *Thief* franchise sneaks back into the limelight thanks to developer Eidos Montreal. This first-person stealth adventure puts players in the cloak of Garrett, a master brigand. Amidst the pervasive corruption of the game's pre-industrial city, Garrett uncovers shocking -- and potentially deadly -- secrets. Players enjoy a huge amount of freedom in movement and puzzle-solving capabilities, allowing them to skillfully harness the shadows of the underworld. *Thief* heads to PC, PlayStation 4, and Xbox One in 2014.

Eidos Montreal is also showing *Deus Ex: Human Revolution -- Director's Cut*, now available on the Wii U. This edition of the award-winning game receives exciting new features that take advantage of the Wii U's unique capabilities. The GamePad acts as protagonist

Adam's neural hub, allowing easy access to hacking, inventory, and radar. The game's boss battles and the in-game energy system also get upgraded, taking a modern classic to thrilling new heights.

Square Enix's massively popular *Kingdom Hearts* series is coming back as well. With its unique collaboration between Square Enix and Disney, *Kingdom Hearts* has charmed millions of players since its 2002 debut. In fall 2013, the *Kingdom Hearts HD 1.5 ReMIX* collection brings the formerly Japan-exclusive *Kingdom Hearts Final Mix* and *Kingdom Hearts Re: Chain of Memories* to the PlayStation 3 with beautiful high-definition playability.

The wildly popular *Final Fantasy X* and *Final Fantasy X-2* are coming to the PlayStation 3 and PlayStation Vita this year, offering HD graphics that will wow longtime and new fans alike. The games tell the story of Tidus and Yuna, who must save the land of Spira from a monster that hails from beyond the bounds of reality. *Final Fantasy X/X-2 HD Remaster* will be available later this year as a single disc

*Final Fantasy X/X-2 HD Remaster**Deus Ex: Human Revolution -- Director's Cut*

release on PlayStation 3, and as two separate cards or downloads for the PlayStation Vita.

Another magical *Final Fantasy* world is also about to be transformed. *Final Fantasy XIV: A Realm Reborn* is a massive upgrade to the multi-player online role-playing game. Featuring stunning new graphics and gameplay, *A Realm Reborn* transforms the land of Eorzea into a fresh new world for players to explore. The game is rebuilt from the ground up, delivering an exciting new experience to enchant

both veterans and newcomers. The revamped *Final Fantasy XIV* will come to PC and PlayStation 3 this year.

Rounding out the *Final Fantasy* showcase is *Lightning Returns*, the concluding chapter in the *Final Fantasy XIII* saga. It combines open-world, action-driven exploration with *Final Fantasy*'s strategic role-playing. Later this year, PlayStation 3 and Xbox 360 gamers will see favorite characters in new roles and a world transformed, as a clock ticks down to destruction.



# 2013

## SHOW INFORMATION

### ATM / Cash Machines

- South Hall Lobby.
- Concourse Walkway, Level 1 (between South and West Halls).
- West Hall Lobby, across from the Galaxy Café.

### Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

### Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 (between South and West Halls).

### College Game Competition

- Located in South Hall, Booth 2835

### E3 Information Counters

- South Hall Lobby.
- West Hall Lobby.
- Please stop by our Information Counters if you have questions, or need assistance.

### E3 Show Management Office

- West Hall, Level 2, Room 509.

### Exhibitor List and Profiles

- Please refer to pages 30-47 of this publication, or refer to [www.E3Expo.com](http://www.E3Expo.com).

### Exhibit Hall Maps

- Please refer to pages 22-29 of this publication.

### First Aid

- South Hall Lobby.
- West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone.

### Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café—Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts are available along the outdoor Concourse Walkway (outside Galaxy Court).
- Starbucks Coffee South—Adjoining Compass Café seating area.
- Starbucks Coffee West—Level 1, behind Galaxy Court.

### Hotel Information Counter

- South Hall Lobby (adjacent to registration).

### Hotel Shuttle Buses

- For a complete list of shuttle routes and hotels, please refer to page 20.

### Into the Pixel 2013

- Concourse Foyer.
- Juried art exhibition showcases the art and artists behind the games.

### International Lounge

- South Hall, Level 2 between 300 and 400 Meeting Rooms.

### International Registration (for all non-U.S. residents)

- South Hall Lobby.  
(Interpreter Services available.)

### Internet Access

- Free wireless Internet access is sponsored by Square Enix and is available in the South Hall Lobby, Compass Café, West Hall Lobby and Galaxy Café areas.
- To access free wireless network, select "FFXIV Free WiFi—Join the Beta." Please note, access will be limited to devices with 5.0 GHz capability. For later models, please use your 3G or 4G signal.

### Interpreters

- Foreign-language interpreters are available at International Registration, located in the South Hall lobby.

### Lost & Found

- E3 Show Management Office (West Hall, Level 2, Room 509).

### Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media Hospitality Lounge.
- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

### Official E3 Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

### Online & Mobile Game Pavilion

- Located in Concourse Foyer

### Publication Distribution Center

- In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:

*Dealerscope  
Edge Magazine  
Electronic Gaming Monthly  
Game Career Guide*



# 2013 SHOW INFORMATION

Game Developer Magazine  
Game Informer Magazine  
Gamers-On  
Kidscreen Magazine  
MCV  
Official Xbox Magazine  
PC Gamer US  
PocketGamer  
Twice Magazine  
Variety

#### Registration: Attendees

- South Hall Lobby.

#### Registration: Exhibitors

- Kentia Hall Foyer (take escalators down from South Hall Lobby).

#### Registration: Media

- Petree Hall (in Media Center).

#### Security Offices

- South Hall—Adjacent to exhibit floor entrance.
- West Hall—Level 1, next to elevators.

#### Show Management Office

- West Hall, Level 2, Room 509.

#### Shuttle Buses

- E3 attendees who have booked in the official E3 Hotel block receive a complimentary shuttle bus wristband for transport to and from the show.
- Shuttle bus wristbands are available for \$75 in the Show Office (West Hall, Level 2, Room 509). For a complete list of shuttle routes and hotels, please refer to page 20.

#### Smoking

- Smoking is not permitted at the Los Angeles Convention Center during E3.  
*Thank you for your cooperation.*

#### Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

#### Wheelchairs

- To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). *Note: motorized wheelchairs must be ordered in advance for a fee.*



DOWNLOADING  
THE OFFICIAL  
**E3 APP**  
IS EASY!

Scan this code with your device:



Also available online at:  
[http://m.core-apps.com/  
E32013](http://m.core-apps.com/E32013)

Or search your App Store or  
Google Play for: **E3 2013**

## SHOW SCHEDULE

	TUESDAY, JUNE 11	WEDNESDAY, JUNE 12	THURSDAY, JUNE 13
<b>EXHIBIT FLOOR:</b>	12:00 p.m. - 6:00 p.m.	10:00 a.m. - 6:00 p.m.	10:00 a.m. - 5:00 p.m.
<b>REGISTRATION:</b>	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 5:00 p.m.
<b>MEETING ROOMS:</b>	12:00 p.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.	9:00 a.m. - 5:00 p.m.



# 2013

LOS ANGELES  
CONVENTION CENTER  
June 11 –13, 2013

## Shuttle Information

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Garland's Holiday Inn	8	Curbside in Front of Hotel
Beverly Hilton	9	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	9	Curbside on El Camino
DoubleTree by Hilton Los Angeles Downtown	2	Curbside on Los Angeles Street
Hilton Checkers Hotel	3	Walk to Millennium Biltmore - Grand Ave. Entrance
Hilton Garden Inn Hollywood	6	Curbside on Highland Ave.
Hilton Universal City	8	Front Entrance - Circle Drive
Historic Mayfair Hotel	4	Curbside on 7th Street
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
InterContinental Los Angeles	7	Curbside on Avenue of the Stars
Kawada Hotel	2	On 2 <sup>nd</sup> Street – Corner of Hill
Le Merigot JW Marriott Beach Hotel	10	Curbside in Front of Hotel
Loews Hollywood Hotel	6	Johnny Grant Way (Side Doors)
Loews Santa Monica Beach Hotel	10	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Walk to Sheraton – Curbside on Hope
Millennium Biltmore Hotel	3	Curbside on Grand Ave. - End of the driveway
Miyako Hotel Los Angeles	2	Curbside in Front of Hotel
Montage	9	Walk to Beverly Wilshire - Curbside on El Camino
Radisson Hotel Los Angeles at USC	5	Front Entrance
Ritz Milner	4	Curbside in Front of Hotel
Sheraton Los Angeles Downtown Hotel	3	Curbside on Hope
Sheraton Universal	8	Ballroom Entrance
The LA Hotel Downtown – a Hyatt Affiliate	1	Walk to Westin Bonaventure - Curbside on Figueroa St.
The O Hotel	4	Curbside in Front of Hotel
The Standard Downtown Los Angeles	1	Across Street on Flower – NW Corner of 6 <sup>th</sup> & Flower
The W Hotel Hollywood	6	Curbside in front of Argyle
Thompson Beverly Hills	9	Curbside on Wilshire Blvd.
Westin Bonaventure Hotel & Suites	1	Figueroa Street Entrance

## Hours of Service

### Routes 1-5:

#### Downtown

##### Tuesday, June 11

10:00 am – 2:00 pm	Every 10-15 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

##### Wednesday, June 12

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

##### Thursday, June 13

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 10-15 minutes

\* Departs convention center on the hour and half-hour

Routes 1-5 depart from South Hall

Schedule may vary due to traffic and weather conditions  
Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: (310) 466-4699  
Please call at least 60 minutes prior to desired pick-up time.

Transportation Managed By:



Complimentary shuttle bus service is available to all E3 attendees who have booked reservations in the official hotel room block. Wristbands to access the shuttle service will be distributed at hotel check-in to attendees staying within the E3 official hotel block.

### Routes 6-10:

#### Hollywood / Century City / Universal / Beverly Hills / Santa Monica

##### Tuesday, June 11

10:00 am – 2:00 pm	Every 15-20 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 15-20 minutes

##### Wednesday, June 12

8:00 am – 11:00 am	Every 15-20 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 15-20 minutes

##### Thursday, June 13

8:00 am – 11:00 am	Every 15-20 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 15-20 minutes

\* Departs convention center on the hour and half-hour

Routes 6-10 depart from West Hall

### Airport Shuttle

Express Service to LAX from LACC West Hall  
Purchase tickets at the West Hall Shuttle Information Desk.

#### Thursday, June 13

1:00 pm - 7:00 pm  
every hour on the hour

**TICKETS:** \$10.00 per person

**Note: This is a preliminary shuttle schedule and is subject to change.**

**Please check the signage in your hotel lobby, upon your arrival in Los Angeles, for the most current information.**



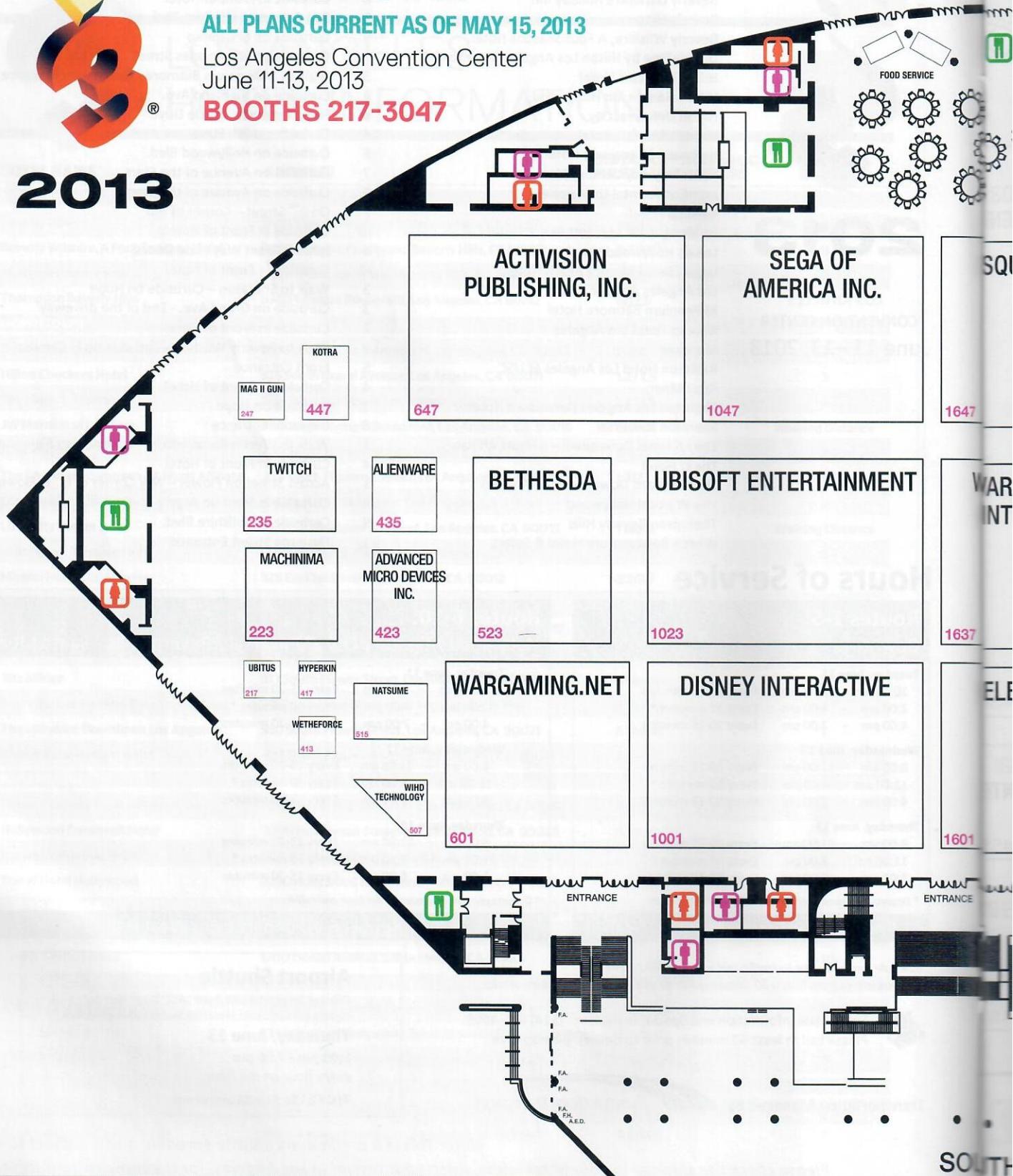
# **SOUTH HALL EXHIBITS**

**ALL PLANS CURRENT AS OF MAY 15, 2013**

Los Angeles Convention Center  
June 11-13, 2013

BOOTHS 217-3047

2013





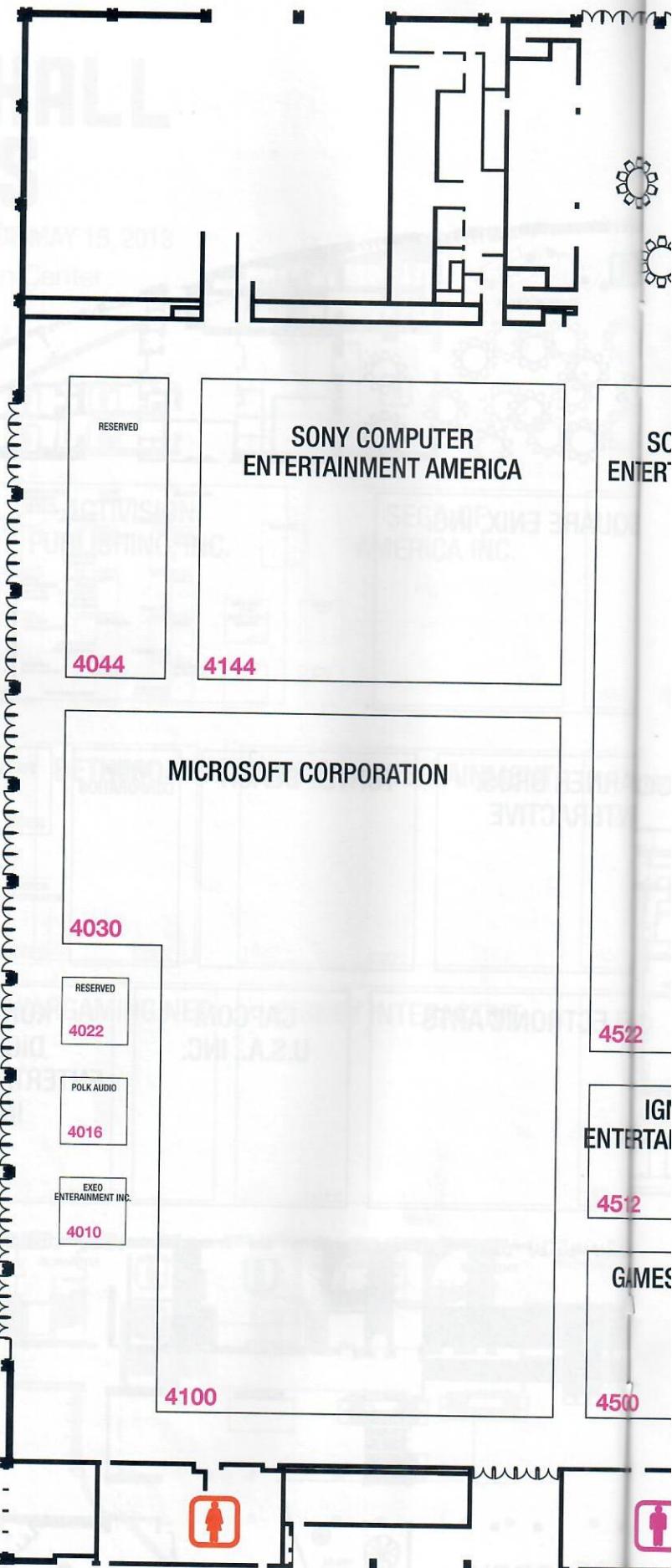


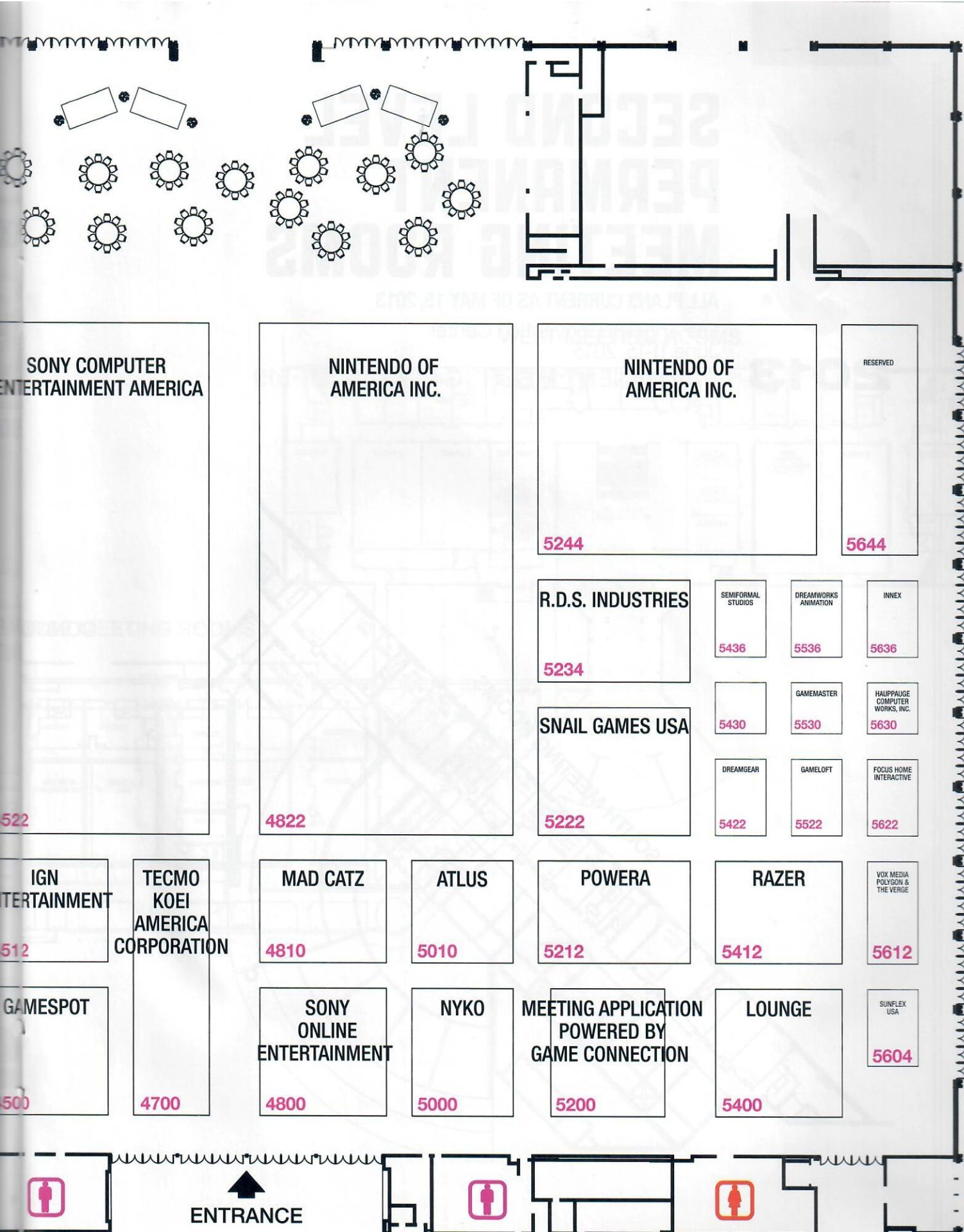
# WEST HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 15, 2013

Los Angeles Convention Center  
June 11-13, 2013

BOOTHS 4000-5644







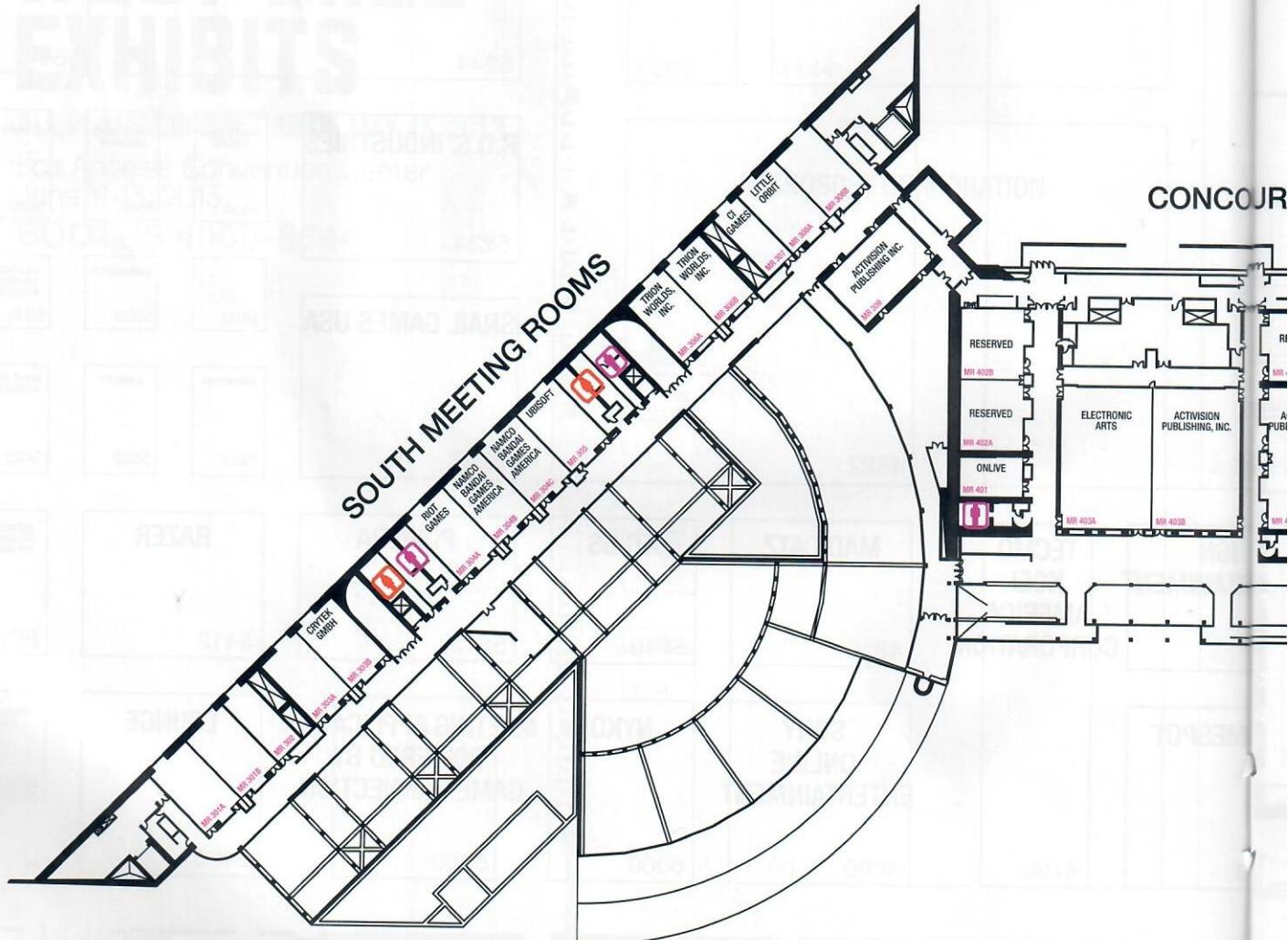
**2013**

# SECOND LEVEL PERMANENT MEETING ROOMS

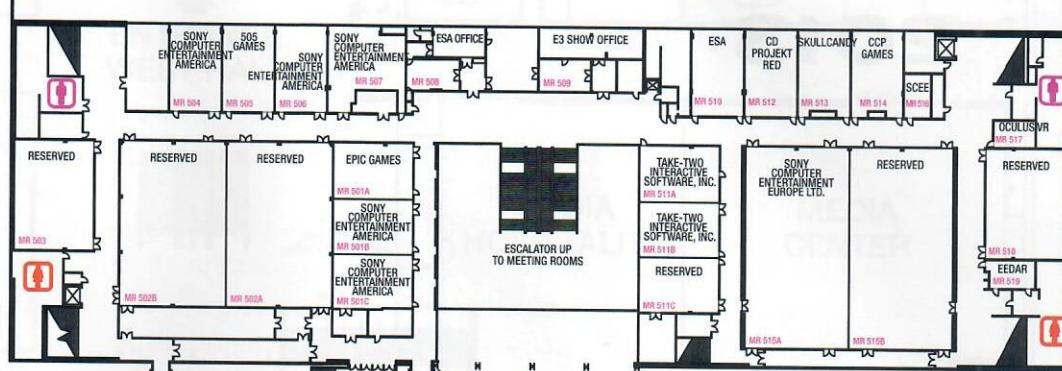
**ALL PLANS CURRENT AS OF MAY 15, 2013**

Los Angeles Convention Center  
June 11-13, 2013

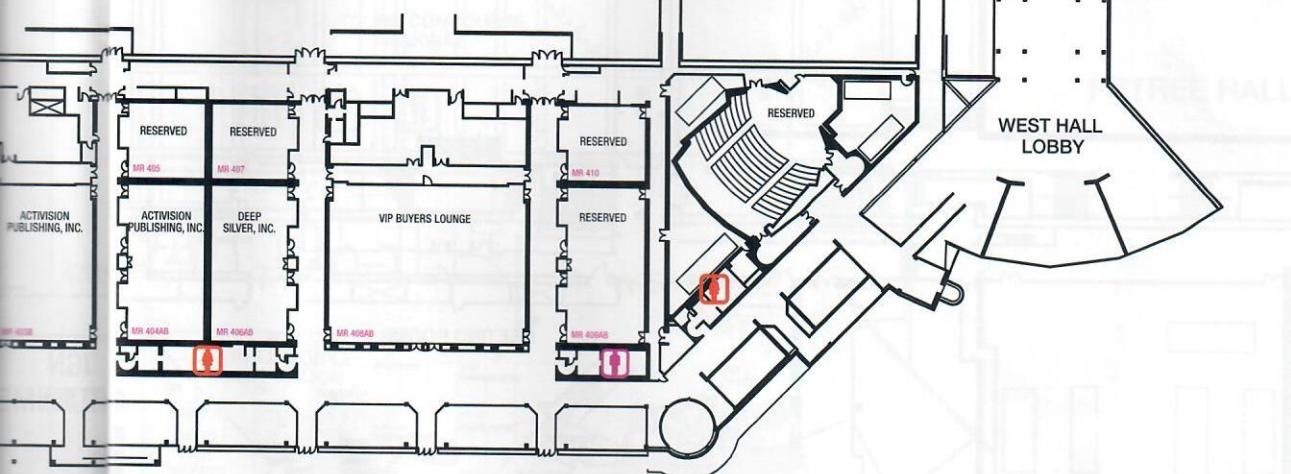
**PERMANENT MEETING ROOMS 301-519**



## WEST MEETING ROOMS



## CONCOURSE MEETING ROOMS



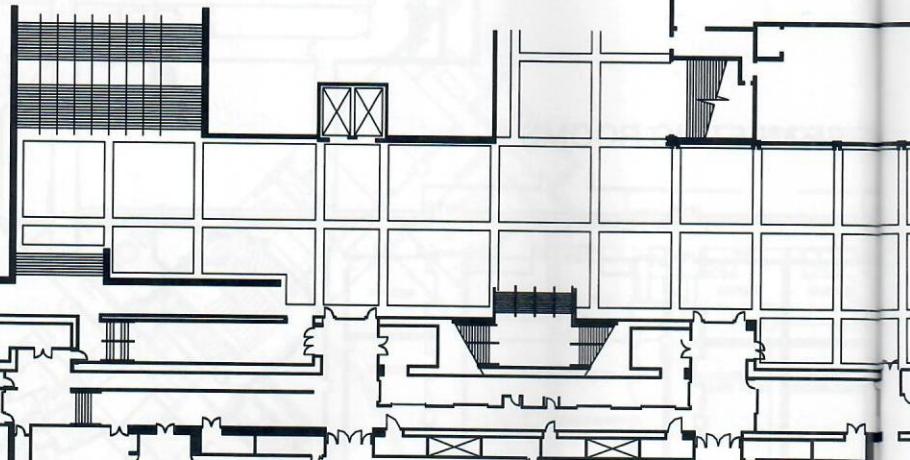
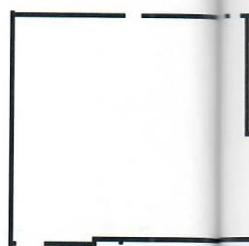
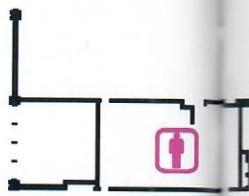


2013

# FIRST LEVEL: CONCOURSE AND PETREE HALLS

ALL PLANS CURRENT AS OF MAY 15, 2013

Los Angeles Convention Center  
June 11-13, 2013



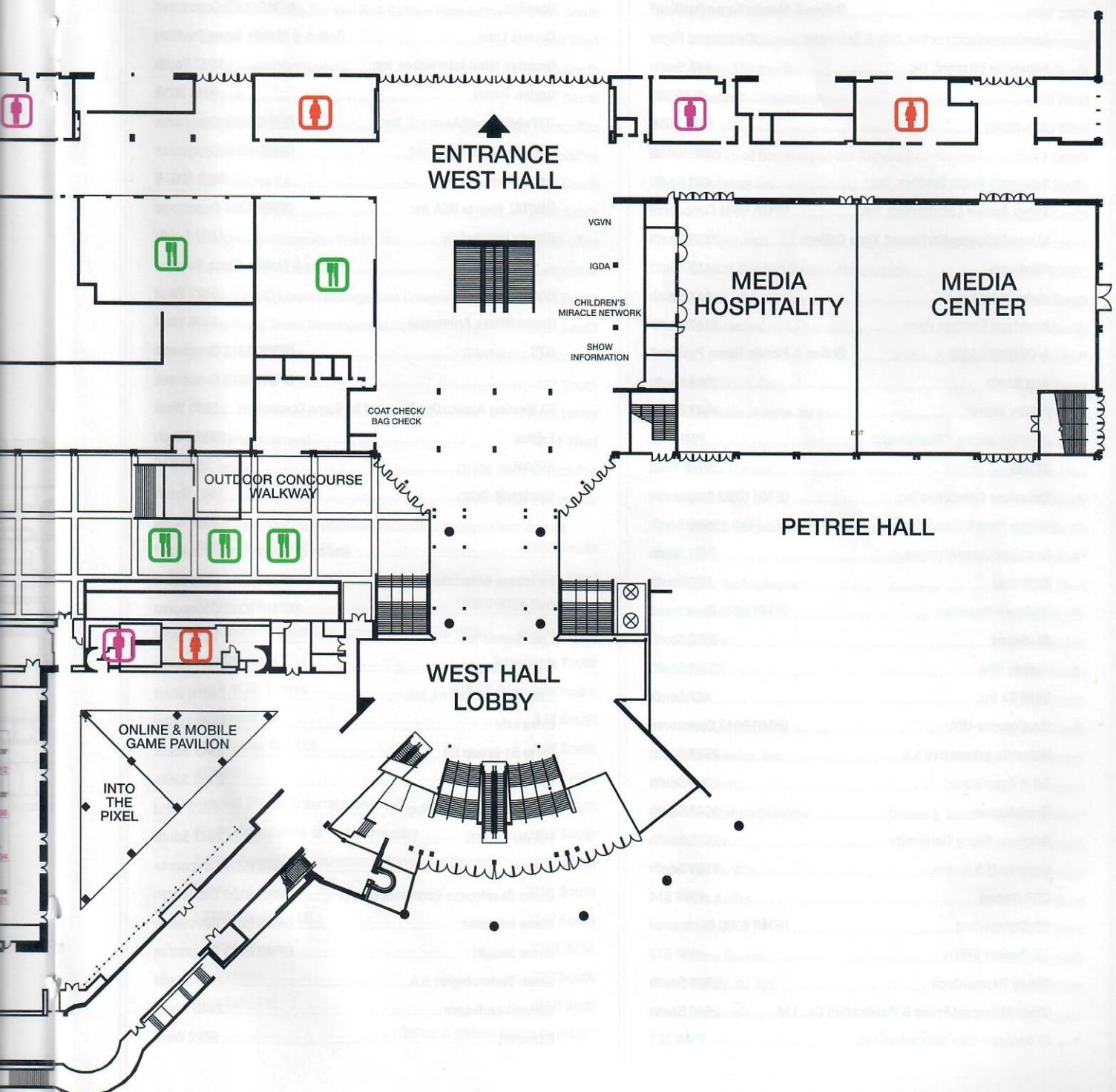
MEETING ROOMS

HORI (U.S.A.), INC.	GAME INFORMER	EN MASSE ENTERTAINMENT	XPEC ENTERTAINMENT	BOACOMPIA	ZYNGA	GAME INSIGHT
6113 6212	6213 6312	6313	6413	6513 6612	6613 6712	6713 6812
GAME DESIGNER CONFERENCE	FUTURE	CD DISTRIBUTION	MULTIPLAYER.IT	DAEDALIC ENTERTAINMENT	GREEN THROTTLE GAMES	20'
BEHAVIOR INTERACTIVE	GLOBALSTEP	POLE TO WIN	QUALCOM	MAXIMUM GAMES LLC	NIVAL NORDIC GAMES	20'
6109 6208	6209 6308	JACK OF ALL GAMES	6409	AKSYS GAMES LOCALIZATION INC.	6609 6708	INNOGAMES
RISING STAR GAMES	CORESITE	PLAYSPAN GAMES COMMERCE	6509 6608	INCOMM	ZOGAME INC.	6709 6808
DIGITAL HEARTS USA	ZEISS MULTIMEDIA DEVICES	6305 6404	6405 6504	6501 6600	SAP	PLAYSEAT
6105 6204	REBELLION	BIGBEN INTERACTIVE	TELLTALE GAMES	6605 6704	VISUALS OF THE COAST	HAVOK
DJ PUBLISHER OF AMERICA	VIRTUOS	6201 6300	6401 6500	6601	6701 6801	

CONCOURSE HALL

ENTRANCE

TO SOUTH HALL





## COMPANY

## EXHIBIT SPACE

505 Games	PMR 505
Online & Mobile Game Pavilion*	
Academy of Interactive Arts & Sciences	Concourse Foyer
Activision Blizzard, Inc.	647 South
	PMR 309
	PMR 403B
	PMR 404AB
• Advanced Micro Devices, Inc.	423 South
Aksys Games Localization, Inc.	OFMR 6604 Concourse
Alamo Colleges-Northwest Vista College	2835 South
• Alienware	435 South
alphaCloud.Inc.	447 South
American Express Open	2447 South
A-ONESOFT LLC	Online & Mobile Game Pavilion*
App Annie	2354 South
Artifex Mundi	2947 South
• ASTRO Gaming / Skullcandy	PMR 513
ATLUS	5010 West
Behaviour Interactive Inc.	OFMR 6208 Concourse
• Beijing Pixel Software Technology Joint-Stock Co., Ltd.	2450 South
• Best Boy Entertainment	2451 South
Bethesda	523 South
• Bigben Interactive	OFMR 6301 Concourse
Bladepad	2562 South
• Bloody USA	2054 South
BLUEGA Inc.	447 South
BoaCompra-UOL	OFMR 6513 Concourse
Bohemia Interactive a.s.	2523 South
BR-1 America	2350 South
BradyGames	2047 South
Brigham Young University	2835 South
Capcom U.S.A., Inc.	2101 South
CCP Games	PMR 514
CD Distribution	OFMR 6309 Concourse
• CD Projekt RED	PMR 512
Chase Paymentech	2551 South
China Universal Press & Publication Co., Ltd.	2646 South
• CI Games – City Interactive Inc.	PMR 307



## COMPANY

## EXHIBIT SPACE

• Cludrobotix Corporation	2662 South
CoreSite	OFMR 6205 Concourse
Corona Labs	Online & Mobile Game Pavilion
Creative Mind Interactive, Inc.	2247 South
Crytek GmbH	PMR 303B
• D3Publisher of America, Inc.	OFMR 6101 Concourse
• Daedalic Entertainment	OFMR 6509 Concourse
Deep Silver, Inc.	PMR 406AB
DIGITAL Hearts USA Inc.	OFMR 6204 Concourse
• Disney Interactive	1001 South
	Online & Mobile Game Pavilion
dreamGEAR	5422 West
DreamWorks Animation	5536 West
DTS	OFMR 6313 Concourse
	OFMR 6412 Concourse
E3 Meeting Application Powered by Game Connection	5200 West
E-Blue	2255 South
• EEDAR	PMR 519
Electronic Arts	1601 South
	PMR 403A
	Online & Mobile Game Pavilion*
En Masse Entertainment	OFMR 6213 Concourse
	30FMR 6312 Concourse
Epic Games Inc.	PMR 501A
ESTsoft Corp.	447 South
• Exeo Entertainment, Inc.	4010 West
Extra Life	West Lobby
Farm 51 Group SA	2947 South
Fiksu	2355 South
• Focus Home Interactive	5622 West
FUERO GAMES	2947 South
Future	OFMR 6209 Concourse
Game Developers Conference	OFMR 6109 Concourse
Game Informer	OFMR 6212 Concourse
Game Insight	OFMR 6713 Concourse
Game Technologies S.A.	2947 South
GameChurch.com	2446 South
Gameloft	5522 West

\* The Online &amp; Mobile Game Pavilion is located in the Concourse Foyer

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## COMPANY

## EXHIBIT SPACE

- GameMaster ..... 5530 West  
Games for Health: The Get-Well Gamers Foundation ..... 2454 South
- GameSpot ..... 4500 West
- Gameworld Distributors ..... 2346 South
- Gioteck ..... 2847 South
- GlobalStep LLC ..... OFMR 6308 Concourse
- Green Throttle ..... OFMR 6608 Concourse
- GRY-OnLine SA ..... 2947 South
- GVT ..... 2947 South
- Hauppauge Computer Works Inc. ..... 5630 West  
Havok ..... OFMR 6801 Concourse
- Hong Kong Cyberport Management Company Limited ..... 2154 South
- Hong Kong Trade Development Council ..... 2154 South
- HORI (U.S.A.), Inc. ..... OFMR 6113 Concourse
- Hyperkin, Inc. ..... 417 South  
IGDA ..... West Lobby
- IGN Entertainment ..... 4512 West
- InComm ..... OFMR 6501 Concourse
- ..... OFMR 6600 Concourse
- IndieCade: The International Festival of Independent Games
- Indie Game Showcase ..... 3035 South
- Innex, Inc. ..... 5636 West  
InnoGames ..... OFMR 6705 Concourse
- International Game Developers Association (IGDA) .... West Lobby
- Into the Pixel ..... Concourse Foyer
- Jack of All Games ..... OFMR 6404 Concourse
- Jellyoasis Inc. ..... 447 South
- JSC Games Co., Ltd. ..... 447 South
- KEMCO ..... 2546 South  
Konami Digital Entertainment, Inc. ..... 2401 South
- Korea Association of Game Industry ..... 2455 South
- KOTRA (Korea Trade Investment Promotion Agency) ..... 447 South
- Kount ..... 2251 South
- LATAM Games, LLC ..... 2347 South
- Little Orbit ..... PMR 308A  
Machinima ..... 223 South
- Mad Catz, Inc. ..... 4810 West
- ..... Online & Mobile Game Pavilion\*



## COMPANY

## EXHIBIT SPACE

- MAG II GUN ..... 457 South  
Majesco Entertainment ..... PMR 308A
- Maximum Games, LLC ..... OFMR 6505 Concourse
- Mecca Electronics ..... 2363 South
- Microsoft Corporation ..... 4100 West
- ..... OFMR 4030 West
- Ministry of Economy of the Republic of Poland ..... 2847 South
- Mobilebus Inc. ..... 447 South
- ..... 2351 South
- Multiplayer.it ..... OFMR 6409 Concourse
- NAMCO BANDAI Games America Inc. ..... PMR 304BC
- NATEC - GENESIS ..... 2947 South
- Natsume Inc. ..... 515 South
- ..... Online & Mobile Game Pavilion\*
- NEOSWELL Co. Ltd. ..... 447 South
- Nintendo of America Inc. ..... 4822 West
- ..... OFMR 5244 West
- Nordic Games ..... OFMR 6605 Concourse  
NPICSoft ..... 447 South
- NVIDIA Corporation ..... 2323 South
- ..... Online & Mobile Game Pavilion\*
- Nyko Technologies ..... 5000 West
- Oculus VR ..... PMR 517
- OnLive ..... PMR 401
- OSTCS ..... 2650 South
- PDP ..... 2803 South
- PearlAbyss Corp. ..... 447 South
- Plantronics, Inc. ..... OFMR 6612 Concourse
- Playseat ..... OFMR 6701 Concourse  
PlayStation@Mobile ..... Online & Mobile Game Pavilion\*
- Plextor ..... 2563 South
- Pole To Win ..... OFMR 6305 Concourse
- Polk Audio ..... OFMR 4016 West
- PowerA ..... 5212 West
- Prima Games ..... OFMR 6300 Concourse
- PRO VS. GI JOE ..... 2535 South
- Qualcomm ..... OFMR 6504 Concourse

\* The Online &amp; Mobile Game Pavilion is located in the Concourse Foyer

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## COMPANY

## EXHIBIT SPACE

R.D.S. INDUSTRIES INC .....	5234 West
RACOONSOFT.....	447 South
Razer.....	5412 West
Rebellion.....	OFMR 6201 Concourse
Rev3Games.....	3047 South
Riot Games .....	PMR 304A
• Rising Star Games.....	OFMR 6105 Concourse
• SAP .....	6804 South
Savannah College of Art and Design .....	2835 South
Scosche Industries, Inc.....	2147 South
SEGA of America, Inc.....	1047 South
.....Online & Mobile Game Pavilion*	
SemiFormal Studios.....	5436 West
Sirius XM Radio .....	2902 South
• SNAIL GAMES USA .....	5222 West
Solpeo.....	2947 South
Solutions 2 GO .....	515 South
Sony Computer Entertainment America .....	4522 West
.....OFMR 4144 West	
.....PMR 501BC	
.....PMR 504	
.....PMR 506	
.....PMR 507	
Sony Computer Entertainment Europe.....	PMR 515A
.....PMR 516	
.....4800 West	
Space Sports .....	Online & Mobile Game Pavilion*
Spearhead Games .....	2359 South
Square Enix, Inc.....	1647 South
Stinky Gaming Footboard By Stelulu Technology Inc.....	2463 South
Straker Translations .....	2259 South
• Sunflex USA LLC .....	5604 West
Synergy-IT .....	2947 South
Take-Two Interactive Software, Inc.....	PMR 511AB
• Techland .....	2059 South
Tecmo Koei America Corporation.....	4700 West
• Tek Recon .....	5636 West



## COMPANY

## EXHIBIT SPACE

• Telltale Games .....	OFMR 6401 Concourse
.....OFMR 6500 Concourse	
• TheAppsGames .....	2263 South
Trion Worlds, Inc.....	PMR 306AB
• Turtle Beach .....	2023 South
Twitch .....	235 South
Ubisoft Entertainment .....	1023 South
.....PMR 305	
• Ubitus Inc.....	217 South
UCC DISTRIBUTING INC.....	2462 South
Underworld Studio Inc.....	447 South
University of Chicago .....	2835 South
University of Wisconsin-Stout.....	2835 South
Vanilla Breeze Co. Ltd.....	447 South
Videogame History Museum .....	2723 South
Virtuos .....	OFMR 6200 Concourse
Visa - PlaySpan Games Commerce .....	OFMR 6405 Concourse
VisualShower Corp.....	447 South
ViviTouch   A Bayer Brand .....	3047 South
Vox Media - Polygon & The Verge .....	5612 West
Wargaming.net .....	601 South
.....OFMR 6812 Concourse	
Warner Bros. Interactive .....	1637 South
• WeTheForce .....	413 South
WiHD Technology .....	317 South
WIT Entertainment (World Int'l Trading, LLC) .....	2458 South
Wizards of the Coast .....	OFMR 6601 Concourse
X-Games Inc.....	2547 South
• XPEC Entertainment Inc.....	OFMR 6413 Concourse
XSEED Games .....	2800 South
.....Online & Mobile Game Pavilion*	
Xtreme Videogames .....	2362 South
ZAGG Inc .....	2550 South
• Zeiss Multimedia Devices .....	2658 South
.....OFMR 6304 Concourse	
• ZQGame Inc.....	OFMR 6704 Concourse
Zynga .....	OFMR 6613 Concourse

\* The Online &amp; Mobile Game Pavilion is located in the Concourse Foyer

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**505 GAMES**

**PMR 505, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)**

Woodland Hills, CA  
United States  
[www.505games.com](http://www.505games.com)

**ACADEMY OF INTERACTIVE ARTS & SCIENCES**  
**CONCOURSE FOYER**

Inglewood, CA  
United States  
[www.interactive.org](http://www.interactive.org)

Martin Rae, President; Terrence Myers, Executive Producer; Debby Chen, Marketing & Communications Manager; Claudio Tapia, Project Manager; John Wie, Associate Community Manager

Founded in 1996, The Academy of Interactive Arts & Sciences' (AIAS) mission is to promote, advance and recognize outstanding achievements in the interactive entertainment industry worldwide. The Academy holds an annual conference, the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit and awards show, the D.I.C.E. Awards.

**ACTIVISION BLIZZARD, INC.**  
**647 SOUTH, PMR 309,  
PMR 403B, PMR 404AB**

Santa Monica, CA  
United States  
[www.activision.com](http://www.activision.com)

Bobby Kotick, President & CEO, Activision Blizzard; Thomas Tippi, COO, Activision Blizzard; Mike Morhaime, President, Blizzard; Eric Hirshberg, CEO, Activision Publishing; Tim Ellis, CMO, Activision Publishing

Headquartered in Santa Monica, California, Activision Blizzard, Inc. is a worldwide online, PC, console, handheld and mobile game publisher with leading positions across every major category of the interactive

entertainment software industry. More information about Activision Blizzard can be found at [www.activision-blizzard.com](http://www.activision-blizzard.com).

**ADVANCED MICRO DEVICES, INC.**  
**423 SOUTH**

Austin, TX  
United States  
[www.amd.com](http://www.amd.com)

Kristen Lisa, Public Relations Manager; Marc Diana, Senior Manager, Product Marketing; Adam Kozak, Senior Manager, Product Marketing

AMD is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles and PCs to supercomputers.

**AKSYS GAMES LOCALIZATION, INC.**  
**OFMR 6604 CONCOURSE**

Torrance, CA  
United States  
[www.aksysgames.com](http://www.aksysgames.com)

Founded in 2006, Aksys Games Localization, Inc. is a localization studio and video game publisher committed to publishing unique, interactive content for all current generation platforms. Its lineup includes the critically acclaimed hits *Zero Escape: 9 Hours*, *9 Persons, 9 Doors*, *Zero Escape: Virtue's Last Reward* and the *BlazBlue* series.

**ALIENWARE**  
**435 SOUTH**

Round Rock, TX  
United States  
[www.alienware.com](http://www.alienware.com)

Alienware, Dell's high-performance PC gaming brand,

offers unique and award-winning PCs that incorporate innovative engineering, aggressive design and the most advanced components in the industry. Alienware is an active and influential member of the gaming community committed to the advancement of PC gaming. Learn more at <http://www.alienware.com/>.

**ALPHACLOUD, INC.****447 SOUTH**

Gangnam-gu, Seoul  
South Korea  
[www.alphacloud.co.kr](http://www.alphacloud.co.kr)

**AMERICAN EXPRESS OPEN****2447 SOUTH**

New York, NY  
United States  
[www.opwn.com](http://www.opwn.com)

**A-ONESOFT LLC**  
**ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)**

Beijing  
China  
[www.a-onesoft.com](http://www.a-onesoft.com)

**APP ANNIE****2354 SOUTH**

Wan Chai  
Hong Kong  
[www.appannie.com](http://www.appannie.com)

Bertrand Schmitt, CEO; Marshall Nu, CFO/COO; Oliver Lo, VP Marketing; Nicolas Beraudo, Executive VP Worldwide Sales, GM US; Luis Gutierrez, Director of Business Development, USA

App Annie is the industry leader in app store analytics and market intelligence for the global app economy. More than 80 percent of the Top 100 publishers by worldwide revenues use its services, and more than 200,000 apps rely daily on App Annie Analytics to track

their downloads, revenues, rankings and reviews.

**ASTRO GAMING / SKULLCANDY**

**PMR 513**

Park City, UT  
United States  
[www.astrogaming.com](http://www.astrogaming.com)

Aron Drayer, ASTRO Gaming Marketing Director; Walter Duccini, ASTRO Gaming Event Director; Jordan Reiss, Co-Founder, ASTRO Gaming; Brett Lovelady, Co-Founder, ASTRO Gaming; Gernard Feril, Category Manager, Skullcandy Gaming

ASTRO Gaming creates premium video gaming equipment for pro gamers, leagues, gaming enthusiasts and their lifestyles. Spun-off from design powerhouse ASTRO Studios, ASTRO Gaming produces a line of gamer-centric "tech-life" products, supporting this rapidly growing community.

**ATLUS****5010 WEST**

Irvine, CA  
United States  
[www.atlus.com](http://www.atlus.com)

Tim Pivnicny, VP Sales & Marketing; Bill Alexander, VP Production & Business Development; John Hardin, Public Relations Manager; Mitsuhiro Tanaka, General Manager; Naoto Hiraoka, President & CEO

ATLUS makes deeply immersive, award-winning, uniquely Japanese video games across a variety of genres and platforms. Among their impressive catalogue are the legendary *Shin Megami Tensei* and *Persona* series of role-playing games, the ground-breaking action-adventure/puzzle game *Catherine*, and the upcoming action side-scroller *Dragon's Crown*.

## EXHIBITOR PROFILES

### BEHAVIOUR INTERACTIVE INC. OFMR 6208 CONCOURSE

Montreal, Quebec  
Canada  
[www.bhvr.com](http://www.bhvr.com)

### BEIJING PIXEL SOFTWARE TECHNOLOGY JOINT-STOCK CO., LTD. 2450 SOUTH

Beijing  
China  
[www.pixelgame.net](http://www.pixelgame.net)

Jia Zhang, Project Manager; Rui Zhou, Business Supervisor; Xi Liu, Marketing Assistant

Established in March 2002, Pixel specializes in the RandD of game software, especially the MMORPG. With 11 years' experience in multiple-platform game development, Pixel endowed *BladeandSword II* with the highlighted features of the notable *BladeandSword II* series, by diving much deeper in the combat system.

### BEST BOY ENTERTAINMENT 2451 SOUTH

Mount Pearl, Newfoundland  
and Labrador  
Canada  
[www.bestboy.ca](http://www.bestboy.ca)

Ed Martin, CEO; Robert Evans,  
VP Marketing, Distribution &  
Interactive

Best Boy adapts and creates original IP for web-based and mobile platforms, with a focus on casual and social gaming, as well as AR. The company is currently producing an educational game for preschool – the basis of its first franchise – scheduled to ship August 2013. Best Boy's interactive division, built on 10 years in TV production and distribution, has ambitious plans for growth.

### BETHESDA 523 SOUTH

Rockville, MD  
United States  
[www.bethsoft.com](http://www.bethsoft.com)

### BIGBEN INTERACTIVE OFMR 6301 CONCOURSE

Lesquin  
France  
[www.bigben.eu](http://www.bigben.eu)

Florence Santer, Head of Export; Laurent Honoret, Head of Sales Group; Isabelle Houzet, Head of Marketing Group; Yannick Allaert, Head of Accessories Dept.; Benoit Clerc, Head of Software Dept.

Bigben Interactive is a major innovative European designer and distributor of gaming, mobile and tablet accessories as well as a Videogame Publisher and Distributor. Bigben Interactive has a large distribution network, a strong international presence, and prestigious partners such as Turtle Beach and Samsung (eg. Cyberbike for SmartTV Series).

### BLOODY USA 2054 SOUTH

City of Industry, CA  
United States  
[www.bloody.tw](http://www.bloody.tw)

Bill Hsu, Marketing Director;  
Jennie Cheng, Manager; Darren Chiu, Sales Associates

Innovation at its finest, A4tech has been a leading software-enhanced computer peripherals company since 1987. Already ahead in the international territories, A4tech is now breaking into the USA market for gaming mouse and keyboards. A4tech offers the world's first fine-tuning software gaming mouse for FPS gaming: Fine-tuned to the pinpoint precision of your recoil setting.

### BLUEGA INC. 447 SOUTH

Seongnam, Gyeonggi-do  
South Korea  
[www.bluega.com](http://www.bluega.com)

### BOACOMPRA-UOL OFMR 6513 CONCOURSE

Maringa, Parana  
Brazil  
[www.boacompra.com](http://www.boacompra.com)

### BOHEMIA INTERACTIVE A.S. 2523 SOUTH

Mnisek pod Brdy  
Czech Republic  
[www.bistudio.com](http://www.bistudio.com)

Jiri Jakubec, Sales Manager;  
Ota Vrtatko, Marketing & Public Relations Manager

Established in 1999 in Prague, Czech Republic, Bohemia Interactive is an independent game developer that focuses on developing original state-of-the-art computer entertainment and simulation software, including the research of advanced real-time 3D graphics, artificial intelligence and physical simulation technologies for interactive environments.

### BR-1 AMERICA 2350 SOUTH

Miami, FL  
United States  
[www.br-1.com](http://www.br-1.com)

Willian Shie, President; Michael Advincula, Sales Manager;  
Jessica Lujan, Sales Executive; Thatiane Pontes, Sales Executive; Agustina Valdovinos, Accounts Payable

BR-1 America is a master video game distributor for Latin America. Working directly with all major publishers, we serve all countries in South America and the Caribbean. A wide range of on-hand inventory along with competitive prices have

made us the leading distributor throughout Latin America. BR-1 is the official distributor for Activision.

### BRADYGAMES

#### 2047 SOUTH

Indianapolis, IN  
United States  
[www.bradygames.com](http://www.bradygames.com)

Katie Hemlock, Marketing Manager

BradyGames will take your gaming experience to the next level with our authoritative strategy content (guides and digital) for the biggest games in the industry. From the author to the editor, gaming is our passion and it shows in every strategy guide and digital content offering that we produce.

### CAPCOM U.S.A., INC.

#### 2101 SOUTH

San Mateo, CA  
United States  
[www.capcom.com](http://www.capcom.com)

Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games, including best-selling franchises *Resident Evil*®, *Street Fighter*®, *Mega Man*®, and *Devil May Cry*®. [www.capcom.com](http://www.capcom.com) or [www.capcom-unity.com](http://www.capcom-unity.com).

### CCP GAMES

#### PMR 514

Reykjavik  
Iceland  
[www.ccpgames.com](http://www.ccpgames.com)

CCP is the successful independent developer of the critically-acclaimed sci-fi MMO *EVE Online*® and the free-to-play first-person shooter *DUST 514*®, which are linked via the

shared universe of New Eden. Based in Iceland, CCP pioneers technology and design that facilitate emergent behavior, creating virtual worlds more meaningful than real life.

### CD DISTRIBUTION OFMR 6309 CONCOURSE

Miami, FL  
United States  
[www.cddistribution.com](http://www.cddistribution.com)

### CD PROJEKT RED PMR 512

Warsaw, Mazowieckie  
Poland  
[www.thewitcher.com](http://www.thewitcher.com)

Adam Badowski, Head of Studio; Michal Nowakowski, Director of Business Development; Marcin Iwinski, Joint CEO; Michał Płatkow-Gilewski, Head of Marketing; Tracy Williams, Head of Marketing & Public Relations, Americas

CD Projekt RED received worldwide recognition thanks to its bestselling *Witcher* series. The studio is currently working on the conclusion of its dark fantasy trilogy, *The Witcher 3: Wild Hunt* (TBR 2014) as well as a new title, *Cyberpunk 2077*, a futuristic RPG based on the famous pen-and-paper game created by Mike Pondsmith.

### CHASE PAYMENTECH 2551 SOUTH

Dallas, TX  
United States  
[www.chasepaymenttech.com](http://www.chasepaymenttech.com)

Chase Paymentech has uniquely combined proven payment technology that creates quantifiable value for companies large and small. The company's proprietary platforms enable integrated solutions for all payment types, including credit, debit, prepaid stored value and electronic check processing;

as well as digital, alternative and mobile payment options.

### CHINA UNIVERSAL PRESS & PUBLICATION CO., LTD.

2646 SOUTH

Beijing  
China  
[www.cupp.com.cn](http://www.cupp.com.cn)

Kaiyuan Deng, Project Manager;  
JingJing Li, Business Executive

China Universal Press & Publication Co., Ltd. organizes several Chinese game companies attending the E3 show, and serves as a bridge between China and foreign game companies.

### CI GAMES – CITY INTERACTIVE PMR 307

New York, NY  
United States  
[www.cigames.com](http://www.cigames.com)

Marek Tyminski, CEO; Marshall Zwicker, Executive VP Sales & Marketing North America & UK; Martin Kwasnica, International Sales Director /Managing Director Germany; Łukasz Mach, Global Public Relations & Marketing Manager

CI Games is an international publisher and developer of interactive entertainment products, with sales in over 40 countries worldwide. Listed on the Warsaw Stock Exchange, CI Games has development and publishing offices in Poland, the US, Germany, the UK, Canada, and Romania. More information can be found at [www.cigames.com](http://www.cigames.com).

### CLOUDROBOTIX CORPORATION

2662 SOUTH

Middletown, NJ  
United States  
[www.cloudrobotix.com](http://www.cloudrobotix.com)

Ben Herman, CEO; Balint Helyes, CTO; Adam Dalnoki, Founder

Cloudrobotix Corporation is the developer and publisher of the "CloudRobot" using Android controllers, a computer software program and a video game concept using real toys that box. CloudRobot, winner of the Popular Science "Best of Toy Fair" award, arrives at E3 to showcase its technology and to prepare for battle.

### CORESITE OFMR 6205 CONCOURSE

Denver, CO  
United States  
[wwwcoresite.com](http://wwwcoresite.com)

Maile Kaiser, VP of Sales

CoreSite is the data center provider chosen by more than 750 of the world's leading carriers and mobile operators, content and cloud providers, media and entertainment companies, and global enterprises to run their performance-sensitive applications and to connect and do business.

### CORONA LABS ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Palo Alto, CA  
United States  
[www.coronalabs.com](http://www.coronalabs.com)

Walter Luh, Founder & CEO; David Rangel, COO; Perry Clarke, VP of Engineering; Inna Treyger, Public Relations & Marketing Manager; Charles McKeever, Developer Evangelist

Corona Labs is reinventing how the world builds mobile content, empowering developers to create cross-platform games, eBooks, and business apps 10x faster. Our flagship product, Corona SDK, is the world's most advanced development platform, used by over 200,000 developers worldwide. For more information, please visit [www.coronalabs.com](http://www.coronalabs.com).

### CREATIVE MIND INTERACTIVE, INC.

2247 SOUTH

Los Angeles, CA  
United States  
[www.creativemindinteractive.com](http://www.creativemindinteractive.com)

Kamran Hayempour,  
President; Ramin Khorramian,  
Sales Manager

Creative Mind Interactive (CMI) is one of the leading distributors of video game and smartphone accessories in the nation. CMI provides a complete range of peripherals for every video game platform (Sony, Microsoft, Nintendo), as well as for iPod, iPad, iPhone, smartphones and MP3s.

### CRONUS DEVICE

247 SOUTH

Sunny Isles Beach, FL  
United States  
[www.cronusdevice.com](http://www.cronusdevice.com)

### CRYTEK GMBH PMR 303B

Frankfurt am Main  
Germany  
[www.crytek.com](http://www.crytek.com)

Crytek GmbH is an independent company at the forefront of the interactive entertainment industry, and is dedicated to pushing the boundaries of gaming by creating standout experiences for Xbox 360, PlayStation 3, PC, mobile devices and games-as-service using Crytek's cutting-edge 3D-Game-Technology, CryENGINE®.

## EXHIBITOR PROFILES

### D3PUBLISHER OF AMERICA, INC. OFMR 6101 CONCOURSE

Los Angeles, CA  
United States  
[www.d3publisher.us](http://www.d3publisher.us)

David Pava, Senior Director of Marketing & Public Relations

D3Publisher is a leading worldwide publisher of interactive entertainment software for all platforms, including console and handheld gaming systems, personal computers, smartphones, and tablets. The company also owns development studio Vicious Cycle Software, Inc., and its technology platform, Vicious Engine 2™.

### DAEDALIC ENTERTAINMENT OFMR 6509 CONCOURSE

Hamburg  
Germany  
[www.daedalic.de/en](http://www.daedalic.de/en)

Carsten Fichtelmann, CEO & Founder; Tom Kersten, Sales Manager; Sergei Klimov, Director of International Publishing

Daedalic is one of Germany's most acclaimed and decorated publishers and developers, garnering numerous awards for adventure games. In its internal studio, Daedalic is currently developing a host of new and innovative games that include the upcoming games *The Night of the Rabbit*, *Blackguards* and *Goodbye Deponia*, as well as unannounced titles for PC.

### DEEP SILVER, INC. PMR 406B

Larkspur, CA  
United States  
[www.deepsilver.com](http://www.deepsilver.com)

Geoff Mulligan, COO; Aubrey Norris, Director of Marketing & Public Relations - North America; Vivien Dollinger, Director of Development

Deep Silver develops and publishes interactive games for all platforms. The company is the home to the *Dead Island*™, *Sacred*™, *Metro*™: *Last Light*, *Saints Row*™, *Ride to Hell*™ and *Risen*™ franchises. Deep Silver is a wholly-owned subsidiary of Koch Media, GmbH, and includes the renowned development studio Deep Silver Volition, based in Champaign, IL.

### DIGITAL HEARTS USA INC. OFMR 6204 CONCOURSE

Torrance, CA  
United States  
[www.digitalheartsusa.com](http://www.digitalheartsusa.com)

John Yamamoto, President & CEO; Mike Nehme, Regional Sales Manager/Business Development; Eric Kwan, QA Manager; Yoshimi Yoshikawa, Accounting/Administration; Kevin Yomchinda, QA Coordinator

DIGITAL Hearts is the largest QA service vendor in Japan, providing testing, localization, and marketing assistance for video games and other applications. DIGITAL Hearts USA Inc. is the North American subsidiary of DIGITAL Hearts and is one of several branch offices, including ones in Japan, Korea, and Thailand.

### DISNEY INTERACTIVE 1001 SOUTH

Glendale, CA  
United States  
[www.disney.com](http://www.disney.com)

Disney Interactive, one of the world's largest creators of high-quality interactive entertainment across all platforms, is the part of The Walt Disney Company responsible for the global creation and delivery of interactive entertainment, multi-platform video games, and family-focused content across all current and emerging digital media platforms.

### DREAMGEAR 5422 WEST

Torrance, CA  
United States  
[www.dreamgear.net](http://www.dreamgear.net)

a proprietary database of over 100 million internally researched data points from more than 50,000 physical, digital, mobile, and social video game products.

### DREAMWORKS ANIMATION 5536 WEST

Los Angeles, CA  
United States  
[www.foxmovies.com](http://www.foxmovies.com)

### DTS OFMR 6313 CONCOURSE, OFMR 6412 CONCOURSE

Calabasas, CA  
United States  
[www.dts.com](http://www.dts.com)

DTS is dedicated to delivering an immersive entertainment experience. Nearly all Blu-ray titles feature a DTS encoded soundtrack. DTS solutions are also increasingly relied upon for delivering content in surround sound to connected devices.

### E-BLUE 2255 SOUTH

Brooklyn, NY  
United States  
[www.e-blue.jp](http://www.e-blue.jp)

### EEDAR PMR 519

Carlsbad, CA  
United States  
[www.eedar.com](http://www.eedar.com)

Greg Short, President & CEO; Geoffrey Zatkin, President & COO; Rich Ow, VP, Client Solutions; Jesse Divnich, VP, Insights

EEDAR is the largest specialty video game research firm in the world, serving 100% of the top 25 global publishers. EEDAR's metadata, technology, research, and consulting services leverage

### ELECTRONIC ARTS 1601 SOUTH, PMR 403A, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Redwood Shores, CA  
United States  
[www.ea.com](http://www.ea.com)

Electronic Arts (EA) is a global leader in digital interactive entertainment. Founded in 1982, the company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones, tablets and social networks. EA has more than 275 million registered players and operates in 75 countries. EA's homepage is [www.ea.com](http://www.ea.com).

### EN MASSE ENTERTAINMENT OFMR 6213 CONCOURSE, OFMR 6312 CONCOURSE

Seattle, WA  
United States  
[www.emasse.com](http://www.emasse.com)

Young Park, Product Manager

En Masse Entertainment is dedicated to building and publishing the finest online games in the world: games that meet the highest industry standards, are made by gamers for gamers, and reflect our passion and sense of fun. En Masse's inaugural game, *TERA*, is a true action MMO that engages players and puts them at the center of the action.

**EPIC GAMES INC.**

PMR 501A

Cary, NC  
United States  
[www.epicgames.com](http://www.epicgames.com)

Epic Games develops cutting-edge games and cross-platform game engine technology. The company is responsible for the bestselling *Unreal* series, the blockbuster *Gears of War* franchise and the groundbreaking *Infinity Blade* line of mobile games. Epic's award-winning Unreal Engine technology holds dozens of awards and is available for licensing.

**ESTSOFT CORP.**

PMR 447

Seocho-gu, Seoul  
South Korea  
[www.estsoft.com](http://www.estsoft.com)


**EXEO ENTERTAINMENT, INC.**  
4010 WEST

Las Vegas, NV  
United States  
[www.exeoent.com](http://www.exeoent.com)

Scott Amaral, CEO; Jeff Weiland, President; Mohamed Alkokabani, Engineering; Mike Pockett, Investor Relations

Exeo Entertainment, Inc. manufactures the patent-pending multi-disc video game changer as well as keyboards for smart TV and casual gaming applications.

**EXTRA LIFE**

WEST HALL LOBBY

Salt Lake City, UT  
United States  
[www.extra-life.org](http://www.extra-life.org)

Jeromy Adams, Extra Life Founder & Director; Megan Hillier, Event Manager; Clint Curry, Public Relations Manager; Julie Russon, Social Media Manager; Nick Ward, Senior Director, Information Systems

Visit the Extra Life booth and see how playing games can heal kids. This growing grassroots program will connect thousands of gamers for 24 hours on Saturday, Nov. 2 to support the 1 in 10 North American kids treated at Children's Miracle Network Hospitals®. By seeking online donations, Extra Life lets gamers be heroes for local sick & injured kids.

**FIKSU**

2355 SOUTH

Boston, MA  
United States  
[www.fiksu.com](http://www.fiksu.com)

Laura Chamberlain, Marketing Coordinator

Fiksū® is a mobile app user acquisition platform that helps app marketers overcome the complex and expensive challenge of promoting iOS and Android apps in the vastly crowded app marketplace. Fiksū increases ROI by cost-effectively delivering loyal users – those users who return repeatedly to an app and are most likely to monetize.


**FOCUS HOME  
INTERACTIVE**

5622 WEST

Pantin Cedex  
France  
[www.focus-home.com](http://www.focus-home.com)

Cédric Lagarrigue, CEO ; John Bert, Business Director; Aurélie Rodriguez, International Business Developer; Thomas Barrau, Marketing Manager

Founded in 1996, Focus Home Interactive is an independent French publisher based near Paris. Known for the quality, diversity and originality of its catalogue, Focus has published and distributed original games that have become benchmark titles worldwide – such as *Blood Bowl*, *Divinity 2*

*DKS*, *Wargame*, *Sherlock Holmes*, *Cities XL* and *Farming Simulator*.

**FUTURE**

OFMR 6904 CONCOURSE

South San Francisco, CA  
United States  
[www.futureus.com](http://www.futureus.com)

Nathan Hunt, VP, Sales & Business Development; Isaac Ugay, Senior National Sales Director

Future is an international special-interest media group. The company holds strong market positions in games, technology, action sports, film, automotive and crafts. Future sells over 2.2 million magazines each month; attracting more than 45 million unique visitors to its websites; and delivering over 100 digital editions and bespoke apps on tablet.

**GAME CONNECTION**

5200 WEST

Lyon  
France  
[www.game-connection.com](http://www.game-connection.com)

Eric Lacroix, Project Manager; Roufina Guenkova, Sales Manager EMEA; Rasmus Thomsen, Sales Manager North & Latin America, Australia, Scandinavia & Spain; Yawen Tan, Sales Manager Asia; Giulia Palmieri, Marketing Manager

Game Connection is an international conference that gives games industry professionals the opportunity to network and promote their products. Since 2001, key players gather three times per year—in Europe, the US, and Asia—to do business together, interact and socialize, thanks to a streamlined match-making system. Visit us at E3 in the West Lobby!

**GAME DEVELOPERS  
CONFERENCE (GDC)**

OFMR 6900 CONCOURSE

San Francisco, CA  
United States  
[www.gdconf.com](http://www.gdconf.com)

Meggan Scavio, General Manager, Game Developers Conference Events; Aaron Murawski, VP of Sales; Bibi Jackson, Director of Marketing

The Game Developers Conference (GDC) is the essential market-defining professionals-only game industry event. GDC attracts 22,500+ attendees, features 400+ sessions and is the primary forum where those involved in the development of interactive games gather to exchange ideas and shape the future of the industry. The GDC is produced by the UBM Tech.

**GAME INFORMER**

OFMR 6212 CONCOURSE

Minneapolis, MN  
United States  
[www.gameinformer.com](http://www.gameinformer.com)

Game Informer is a 22-year publishing veteran with over 7.8 million paid monthly subscribers. It's the industry's leading consumer publication and the 3rd largest overall consumer magazine in the United States. Webby award-winning [gameinformer.com](http://gameinformer.com) maintains the fastest growing online community of gamers with over 3 million monthly unique visitors.

**GAME INSIGHT  
OFMR 6713 CONCOURSE**

Road Town, Tortola  
Virgin Islands  
[www.game-insight.com](http://www.game-insight.com)

Game Insight is a world leader in mobile/social free-to-play games for iOS, Android, Facebook, and Web. The company has more than 600 passionate game developers with an internal network of more than 10 different studios that create #1 top-grossing hits worldwide, creating a global audience of more than 150 million active users.

**GAMECHURCH.COM  
2446 SOUTH**

Ventura, CA  
United States  
[www.gamechurch.com](http://www.gamechurch.com)

We created Gamechurch.com primarily to bring you the best possible gaming content available. But we also want you to know that Jesus loves you, right where you are, no matter what. You don't have to clean up or wear a collared shirt, and you definitely don't have to stop gaming. So game on!

**GAMEROFT  
5522 WEST**

San Francisco, CA  
United States  
[www.gameloft.com](http://www.gameloft.com)

Michel Guillemot, CEO Founder; Gonzague De Vallois, Senior VP Publishing

A leading global publisher of digital and social games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and is present on all continents.

**GAMEMASTER  
5530 WEST**

Ontario, CA  
United States  
[www.be-themaster.com](http://www.be-themaster.com)

Simon Chen, Manager; Janet Hu, Merchandiser; Robert Lo, Manager/Sales Coordinator

GameMaster by Ace Elite, Inc. is the designer and manufacturer of accessories for multiple handheld game consoles. Our brand concept is to bring quality, innovative, and affordable products to enhance user experience. Ace Elite, Inc. will be exhibiting its brand new tablet accessory line, Mazz, at E3 2013.

**GAMES FOR HEALTH:  
THE GET-WELL GAMERS  
FOUNDATION**

2454 SOUTH

Huntington Beach, CA  
United States  
[www.getwellgamers.org](http://www.getwellgamers.org)

**GAMESPOT  
4500 WEST**

San Francisco, CA  
United States  
[www.gamespot.com](http://www.gamespot.com)

Charles Harrington,  
Communications Specialist

Focused on a broad spectrum of video game related content, GameSpot reaches millions of gamers worldwide with the trusted information, media, and community content they crave. Jam-packed with breaking news, exclusive videos, downloads, insightful reviews, cheats, and hardware recommendations, GameSpot is the standard for all things gaming.

**GAMEWORLD  
DISTRIBUTORS**

2346 SOUTH

Corona, NY  
United States  
[www.gameworlddistributors.com](http://www.gameworlddistributors.com)

Jeff Bandler, CEO; Isaac Sidaoui, COO; Thomas Baron, VP; Craig Pullman, VP of Sales & Marketing; Fabrice Bouteuf, Senior Director of Sales

Gameworld is a full service wholesale distributor of video game hardware, software, and accessories. Located in New York City, Gameworld has been providing excellent service coupled with the lowest prices in the industry for over 40 years. Stop by our booth for the best deals and specials of the show.

**GIOTECK**

2847 SOUTH

Letchworth Garden City, Herts  
United Kingdom  
[www.gioteck.com](http://www.gioteck.com)

**GLOBALSTEP LLC**

OFMR 6308 CONCOURSE

Dallas, TX  
United States  
[www.globalstep.com](http://www.globalstep.com)

**GREEN THROTTLE**

5430 WEST

Santa Clara, CA  
United States  
[www.greenthrottle.com](http://www.greenthrottle.com)

**HAUPPAUGE  
COMPUTER  
WORKS INC.**

5630 WEST

Hauppauge, NY  
United States  
[www.hauppauge.com](http://www.hauppauge.com)

Ron Petralia, VP of Sales; Brice Washington, Marketing

Hauppauge Computer Works is a leading developer and manufacturer of HD video recorders and digital TV and data broadcast receiver products for personal computers. Our objective is to equip the world with technology that heightens the standards of entertainment, whether it's turning your PC into a DVR, or streaming to the world, the power is yours!

**HAVOK**

OFMR 6801 CONCOURSE

San Francisco, CA  
United States  
[www.havok.com](http://www.havok.com)

Havok is a leading provider of game development technologies with over 13 years of experience servicing demanding technical requirements for leading customers in the commercial games and entertainment industry. A combination of Havok's superior technology and world-class support has led to the company's technology being used in over 500 titles.

**HONG KONG CYBERPORT  
MANAGEMENT COMPANY  
LIMITED**

2154 SOUTH

Hong Kong  
China  
[www.cyberport.hk](http://www.cyberport.hk)

**HONG KONG TRADE  
DEVELOPMENT COUNCIL**

2154 SOUTH

Los Angeles, CA  
United States  
[www.hktdc.com](http://www.hktdc.com)

Julia Son, Marketing Manager

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong companies. With more than 40 global offices, the



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HKTDC organizes trade fairs and missions to connect companies with opportunities in Hong Kong and on the mainland.

### HORI (U.S.A.), INC. OFMR 6912 CONCOURSE

Torrance, CA  
United States  
[www.horiusa.com](http://www.horiusa.com)

Ryuta Horinouchi, President;  
Masami Kawarazaki, VP; Yuuki Mizutani, Area Sales Manager;  
Ryo Mihara, Sales Rep.; Doug Hargrave, Sales Rep.

Founded in 1969 and working closely with games console manufacturers from 1983, Hori Co. Ltd was one of the first 3rd party licensed accessory makers in the world. Since 2004, Hori has expanded its operations globally and now has offices in the US, and the UK, enabling worldwide distribution and swift and effective customer service.

### HYPERKIN, INC. 417 SOUTH

South El Monte, CA  
United States  
[www.hyperkin.com](http://www.hyperkin.com)

Thomas Mar, General Manager;  
Cindy Chen, Sales Manager;  
David Yu, Marketing Director;  
Ramon Navos, Senior Account Executive;  
Edward Lulet, Account Executive

Hyperkin designs and manufactures video gaming peripherals and accessories for current generation and retro consoles. Our mission is to provide both our retail partners and consumers an exceptional product line, outstanding customer service, and competitive price points. We take great pride in creating products that meet the demands of all gamers.

### IGN ENTERTAINMENT

#### 4512 WEST

San Francisco, CA  
United States  
[www.ign.com](http://www.ign.com)

Vivek Shah, CEO; Peer Schneider, Co-founder, Executive VP, Content & Publishing; Charlie Barrett, Executive VP, Sales

Serving 28 million gamers monthly across the globe with local languages in 40 countries, IGN is the #1 most read and watched video game and fan culture network on the planet.

### INCOMM

#### OFMR 6501 CONCOURSE, OFMR 6600 CONCOURSE

Atlanta, GA  
United States  
[www.incomm.com](http://www.incomm.com)

Dave Etling, VP, Business & Product Development; Michael Frasier, Sr Director, Business Development - Content; Liz Ross, Manager, Business Development; Fred Song, Director, Business Development; Simon Osgood, Director, Business Development

InComm is a leading provider of cutting-edge prepaid products, services and transaction technologies to retailers, brands and consumers. InComm supports more than 400,000 points of distribution and helps retailers build prepaid card destinations, connects brands with new markets and gives consumers a secure shopping experience.

### INDIECADE: THE INTERNATIONAL FESTIVAL OF INDEPENDENT GAMES INDIE GAME SHOWCASE

#### 3035 SOUTH

Venice, CA  
United States  
[www.indiecade.com](http://www.indiecade.com)

Stephanie Barish, CEO; Samuel Roberts, Festival Director; Celia Pearce, Festival Chair; Erin Shaver, Executive Assistant; Riley Pietsch, GameMaker Relations

IndieCade supports independent game development and organizes international events showcasing the future of independent games. It encourages and cultivates innovation and artistry in interactive media by designing events and programs to bring visibility to and facilitate the production of new works within the emerging independent game movement.

### INNEX, INC. 5636 WEST

Pomona, CA  
United States  
[www.innexinc.com](http://www.innexinc.com)

Jenny Rodriguez, Senior Marketing Associate; Ron Pang, VP of Business Development

While initially established as a distributor of videogame peripherals, Innex has grown to include videogame-related toys, gifts, and mobile and audio accessories. With just under a decade of operation, Innex has become an award-winning leader in global distribution.

### INNOGAMES

#### OFMR 6705 CONCOURSE

Hamburg  
Germany  
[www.innogames.com](http://www.innogames.com)

Alexa Mann, International Public Relations Manager; Fabio Lo Zito, B2C Public Relations Manager; Michael Zillmer, COO & Co-founder; Laura Farbo, Media Relations Manager; Volker Dressel, CMO

With about 100 million registered users, German-based InnoGames belongs to the biggest developers and publishers of online games.

The company specializes in free-to-play online and mobile games – notably Tribal Wars, Grepolis and Forge of Empires, among others.

### INTERNATIONAL GAME DEVELOPERS ASSOCIATION (IGDA)

#### WEST HALL LOBBY

Mt. Royal, NJ  
United States  
[www.igda.org](http://www.igda.org)

Kate Edwards, Executive Director; Tristin Hightower, Operations Manager

The International Game Developers Association is the largest non-profit membership organization serving all individuals that create video games. The IGDA exists to advance the careers and enhance the lives of game developers worldwide by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

### INTO THE PIXEL CONCOURSE FOYER

Washington, DC  
United States  
[www.intothepixel.com](http://www.intothepixel.com)

Martin Rae, President, Academy of Interactive Arts & Sciences; Dan Hewitt, VP of Media Relations & Event Management, Entertainment Software Association; Debby Chen, Marketing & Communications Manager, Academy of Interactive Arts & Sciences; Claudio Tapia, Project Manager, Academy of Interactive Arts & Sciences

The Entertainment Software Association (ESA) and the Academy of Interactive Arts & Sciences bring to E3 "Into the Pixel" (ITP), an exploration and celebration of the art of video games from around the world. Created in 2004 by the ESA, ITP has pioneered digital game art exhibitions and continues to facilitate this valuable conversation between traditional and digital art.

**JACK OF ALL GAMES****OFMR 6404 CONCOURSE**

Greenville, SC  
United States  
[www.jackofallgames.com](http://www.jackofallgames.com)

Fred Towns, President, New Age Electronics & Jack of All Games;  
Gary Palenbaum, Sr VP, Product Management;  
Bob Culliton, VP, Sales;  
Julie Coughlin, Senior Director, Product Management;  
Eric Kirkendall, VP, Sales

Jack of All Games - A Gaming Partner for Success! We are one of the only distributors direct with all three manufacturers – a leader with Microsoft, and Sony's fastest-growing distributor. We carry titles from top software publishers. We create bundles and carry quality accessories. We distribute to Retail, DTC and also offer a digital distribution solution.

**JELLYOASIS INC****447 SOUTH**

Bucheon, Gyeonggi-do  
South Korea  
[www.jellyoasis.com](http://www.jellyoasis.com)

**JSC GAMES CO., LTD****447 SOUTH**

Gangnam-gu, Seoul  
South Korea  
[www.jscgames.com](http://www.jscgames.com)

 **KEMCO****2546 SOUTH**

Higashihiroshima,  
Hiroshima Pref.  
Japan  
[www.kemco-games.com](http://www.kemco-games.com)

Masaomi Kurokawa, Manager

KEMCO is a Japanese developer/publisher, specializing in game-apps for iOS/Android devices. We have a wealth of experience of producing Japanese-style RPGs (JRPGs) which are a blend of tradition and innovation. In our booth we are showing our latest fully-translated JRPGs, and

we have information about a groundbreaking new title. Enjoy!

**KONAMI DIGITAL ENTERTAINMENT, INC.****2401 SOUTH**

El Segundo, CA  
United States  
[www.konami.com](http://www.konami.com)

George Richard, VP of Sales & Marketing; Jay Boor, Director of Public Relations; Cynthia Brown, Promotions & Events Manager

Konami is a leading developer, publisher and manufacturer of electronic entertainment properties. Konami's titles include the popular franchises *Metal Gear Solid*, *Silent Hill*, *DanceDanceRevolution* and *Castlevania*, among other top sellers. The latest information about Konami can be found on the Web at [www.konami.com](http://www.konami.com).

**KOREA ASSOCIATION OF GAME INDUSTRY****2455 SOUTH**

Gangnam-gu, Seoul  
Korea  
[www.gamek.or.kr](http://www.gamek.or.kr)

**KOTRA (KOREA TRADE INVESTMENT PROMOTION AGENCY)****447 SOUTH**

Los Angeles, CA  
United States  
[www.kotrala.com](http://www.kotrala.com)

KOTRA (Korea Trade-Investment Promotion Agency) is a non-profit, government agency of Republic of Korea committed to promoting international trade and investment. KOTRA Los Angeles KBC (Korean Business Center), as part of KOTRA's worldwide network of over 119 offices in 81 countries, offers a wide variety of initiatives to support U.S. clients.

**KOUNT****2251 SOUTH**

Boise, ID  
United States  
[www.kount.com](http://www.kount.com)

Don Bush, VP Marketing;  
Jack Alton, VP Sales

Kount helps online game companies boost sales by reducing fraud, allowing them to accept more valid players. Our all-in-one, SaaS platform is designed to dramatically improving bottom line profitability. Companies using Kount can accept more orders from more people in more places than ever before.

**LATAM GAMES, LLC.****2347 SOUTH**

Miami, FL  
United States  
[www.latamgames.com](http://www.latamgames.com)

Mike Baqai, Director of Sales; Carolina Belletti, Sales Manager; Noe Podesta, Sales Manager; Winston Pulley, Sales Manager

LATAM Games, LLC is a full service video games distributor based in Miami, USA, for Latin America and the Caribbean – with emphasis on Argentina, Colombia, Ecuador, Paraguay and Peru. We offer a selection of 5000 SKU with the most recent and value/classic titles. Official Distributor for: Bethesda, Capcom, Disney, Namco Bandai, Sega, and Take 2.

 **LITTLE ORBIT****PMR 308A**

Rancho Santa Margarita, CA  
United States  
[www.littleorbit.com](http://www.littleorbit.com)

Matthew Scott, President/CEO;  
Terry Malham, Director of European Operations; Kathy Bucklin, Director of Production; Doug Panter, Director of Marketing; Clever Communications, Public Relations Agency

Little Orbit is a worldwide video game publisher with a focus on licensed-based entertainment products. Founded by industry veterans, key development, sales and marketing personnel, Little Orbit is focused on 3 primary channels of distribution including traditional and non-traditional retail channels and digital download over various platform networks.

**MACHINIMA****223 SOUTH**

West Hollywood, CA  
United States  
[Machinima.com](http://Machinima.com)

Allen DeBevoise, Chairman, Co-Founder & CEO;  
Philip DeBevoise, President & Co-Founder

Machinima is the dominant video entertainment network for young males around the world, with over 1.9 billion video views per month and over 250 million viewers monthly.

**MAD CATZ, INC.****4810 WEST, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)**

San Diego, CA  
United States  
[www.madcatz.com](http://www.madcatz.com)

 **MAG II GUN****457 SOUTH**

Shenzhen, Guangdong  
China  
[www.g-matecontroller.com](http://www.g-matecontroller.com)

MAG II GUN is a gun-shaped controller which can be used for all shooting games on PS3, PC and Xbox 360. Enjoy immersive and realistic FPS gameplay that will enhance your experience with more realistic, fast and accurate gameplay.



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**MAJESCO ENTERTAINMENT**

PMR 308A

Edison, NJ  
United States  
[www.majescoent.com](http://www.majescoent.com)

Jesse Sutton, CEO; Anna Chapman, VP of Sales; Adam Sultan, General Counsel; Liz Buckley, Senior VP of Marketing

Majesco Entertainment Company is a provider of video games for the mass market. Building on more than 20 years of operating history, the company is focused on developing and publishing a wide range of casual and family oriented video games on all leading console and handheld platforms as well as mobile devices.

**MAXIMUM GAMES, LLC**

OFMR 6505 CONCOURSE

Walnut Creek, CA  
United States  
[www.maximumgames.com](http://www.maximumgames.com)

Christina Seelye, CEO;  
Len Ciciretto, President

Maximum Games is a US publisher of console and handheld video games on all platforms. Plans this year include release of the turn-based arcade compilation *Worms™ Collection*, the explosive FPS *The Serious Sam™ Collection*, and the underwater racing sensation *Jett Tailfin™*, among other titles in genres ranging from simulation to strategy and puzzle.

**MCV**

Hertford, Hertfordshire  
United Kingdom  
[www.mcvuk.com](http://www.mcvuk.com)

Stuart Dinsey, Publisher;  
Michael French, Editor in Chief;  
Lesley Blumson, Advertising Manager;  
Chris Dring, Associate Editor;  
Jennie Lane, Advertising Executive

MCV is the leading trade news and community site for all

professionals working within the UK and international video games market. It reaches everyone from store manager to CEO, covering the entire industry. MCV is published by Intent Media, which specializes in entertainment, leisure and technology markets.

**MECCA ELECTRONICS**

2363 SOUTH

Long Island City, NY  
United States  
[www.meccaelect.com](http://www.meccaelect.com)

Mecca Electronics is a leading full-service distributor of interactive hardware, software and accessories. Mecca is recognized in the industry as a key distributor in North America for first party companies: Microsoft, Nintendo and Sony. And is also known for its distribution of all third party publishers of video games.

**MICROSOFT CORPORATION**  
4100 WEST, OFMR 4030 WEST

Redmond, WA  
United States  
[www.xbox.com](http://www.xbox.com)

Founded in 1975, Microsoft is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential. To learn more about Microsoft's business units and Board of Directors, get contact information, locate a sales office, or view our latest advertisements please visit our website.

**MINISTRY OF ECONOMY OF THE REPUBLIC OF POLAND**  
2847 SOUTH

Warsaw, Mazonwieckie  
Poland  
[www.mg.gov.pl](http://www.mg.gov.pl)

**MOBILEBUS INC.**

PMR 447

Seongnam, Gyeonggi-do  
South Korea  
[www.mobilebus.co.kr](http://www.mobilebus.co.kr)

**MONOPRICE, INC.**

2351 SOUTH

Rancho Cucamonga, CA  
United States  
[www.monoprice.com](http://www.monoprice.com)

George Pappas, Public Relations Specialist; Chris Apland, Product Manager

Monoprice, Inc. (DBA Monoprice.com) is an eCommerce leader specializing in high-quality, affordable branded tech products such as cables, computer components and accessories. We have built our reputation by consistently delivering a variety of premium quality products at prices far below retail competitors.

**MULTIPLAYER.IT**

OFMR 6409 CONCOURSE

Terni (TR)  
Italy  
[www.multiplayer.it](http://www.multiplayer.it)

Andrea Pucci, CEO; Luca Persichetti, Marketing Manager; Pierpaolo Greco, Editor in Chief; Antonio Jodice, Sales Manager

Multiplayer.it is the biggest and most popular Italian video games website. The best place where the gamers can find articles, news and trailers regarding every video game on the market.  
[www.multiplayer.it](http://www.multiplayer.it)

**NAMCO BANDAI GAMES AMERICA INC.**

PMR 304B, PMR 304C

San Jose, CA  
United States  
[www.namcobandaigames.com](http://www.namcobandaigames.com)

Carlson Choi, VP of Marketing & Digital Sales; Denny Chiu, Associate Director of Marketing Communications

**NATSUME INC.**

515 SOUTH, ONLINE &amp; MOBILE GAME PAVILION (CONCOURSE FOYER)

Burlingame, CA  
United States  
[www.natsume.com](http://www.natsume.com)

Hiro Maekawa, President & CEO; Graham Markay, VP of Operations; Sanae Maekawa, Creative Director; Sachio Davidson-Mizu, International Communication Manager; Clever Communications, Public Relations Agency

Natsume is a worldwide publisher that specializes in unique and family-oriented interactive software for a variety of platforms, including Nintendo and Sony. Best known for the popular *Harvest Moon* and *Reel Fishing* brands, Natsume is dedicated to producing quality video games for the entire family.

**NEOSWELL CO. LTD.**

447 SOUTH

Seongnam, Gyeonggi-do  
South Korea  
[www.neoswell.com](http://www.neoswell.com)

Philip Choi, CEO & President

We deliver a game service solution, ©POWERBAND, for online/mobile gaming service. We have an installed based for Mat-go and Mah-jong and are now porting on mobile. Eco-city is a city builder social game with graphics of buildings and objects, to be operated in China this year. Players can construct and manage the fortress by producing, processing, and battling.

## EXHIBITOR PROFILES

### NINTENDO OF AMERICA INC. 4822 WEST, OFMR 5244 WEST

Redmond, WA  
United States  
[www.nintendo.com](http://www.nintendo.com)

Reggie Fils-Aime, President & COO; Scott Moffit, Executive VP of Sales & Marketing

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd. manufactures and markets hardware and software for its Wii U™ and Wii™ home consoles, and Nintendo 3DS™ and Nintendo DS™ families of portable systems. Subsidiary Nintendo of America Inc., based in Redmond WA, serves as headquarters for Nintendo in the Western Hemisphere.

### NORDIC GAMES OFMR 6605 CONCOURSE

Vienna  
Austria  
[www.nordicgames.at](http://www.nordicgames.at)

Egil Strunke, VP; Clemens Kreuzer, Managing Director; Eric Wuestman, Sales & Marketing Director, North America; Georg Klotzberg, Sales Director; Reinhard Pollice, Business & Product Development Director

Nordic Games GmbH is a wholly owned publishing subsidiary of Nordic Games Holding AB. Founded in 2011, the Vienna, Austria-based company Nordic Games GmbH puts great emphasis on its extensive game catalogue. The core portfolio comprises products and brands which are spread over a wide array of different genres and platforms.

### NPICSOFT 447 SOUTH

Gangnam-gu, Seoul  
South Korea  
[www.npicsoft.com](http://www.npicsoft.com)

### NVIDIA CORPORATION 2323 SOUTH, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Santa Clara, CA  
United States  
[www.nvidia.com](http://www.nvidia.com)

Join NVIDIA at E3 to explore the future of open-platform gaming. As a global leader in gaming, NVIDIA is committed to driving the PC and mobile platforms, including: Exciting new PC titles running on the latest NVIDIA® GeForce® hardware; the NVIDIA GRID™ cloud gaming platform, and great new Android titles running on the NVIDIA SHIELD™ gaming portable.

### NYKO TECHNOLOGIES 5000 WEST

Los Angeles, CA  
United States  
[www.nyko.com](http://www.nyko.com)

### OCELV VR PMR 517

Irvine, CA  
United States  
[www.oculusvr.com](http://www.oculusvr.com)

Palmer Luckey, Founder; Brendan Iribe, CEO; Laird Malamed, COO; Nate Mitchell, VP Product

Oculus VR, Inc. is revolutionizing the way people experience video games. The company's first product, the Oculus Rift, is a virtual reality headset that allows players to step inside the game. It provides an immersive, stereoscopic 3D experience with an ultra-wide field of view and super low latency head tracking.

### ONLIVE PMR 401

Mountain View, CA  
United States  
[www.onlive.com](http://www.onlive.com)

OnLive is building the future of cloud gaming and computing. The OnLive Game Service makes console-quality games instantly playable on TV, Mac, PC and Android tablets. OnLive Desktop turns tablets into cloud PCs with access to popular Office apps. OnLive is the leader in delivering visual computing via the cloud for gaming and other industries.

### OSTCS 2650 SOUTH

Covina, CA  
United States  
[www.ostcs.com](http://www.ostcs.com)

Brian Pinkus, CEO

With a team of passionate, highly skilled game masters, technical agents, and customer support representatives all dedicated to providing top tier service, OSTCS is the premier choice for gaming, technical, and customer support services. Developing key relationships and embracing a concept of true partnership sets OSTCS apart from its competitors.

### PDP 2803 SOUTH

Sherman Oaks, CA  
United States  
[www.pdp.com](http://www.pdp.com)

Jean Mitchell, Director of Marketing Services

Performance Designed Products (PDP) has been the industry leader in gaming accessories for over 15 years. Together with our flagship brands Afterglow and Rock Candy, we have the best licenses in the business – including Nintendo, Microsoft, Sony, Energizer, NERF, and Disney. PDP can be found in most major retailers worldwide and at [www.pdp.com](http://www.pdp.com).

### PEARLABYSS CORP.

447 SOUTH  
Anyang, Gyeonggi-do  
South Korea  
[www.pearlabyss.com](http://www.pearlabyss.com)

### PLANTRONICS, INC. OFMR 6612 CONCOURSE

Santa Cruz, CA  
United States  
[www.plantronics.com](http://www.plantronics.com)

### PLAYSEAT OFMR 6701 CONCOURSE

Redmond, WA  
United States  
[www.playseatamerica.com](http://www.playseatamerica.com)

Fernando Smit, CEO, Playseat; Bobby King, President-Playseat America; Justin King, Director Sales-Playseat America

Playseat racing, gaming and flight simulators: The ultimate gaming experience at home. Playseat is the world's premiere brand of gaming chairs, racing chairs and flight seats. Playseat products take gaming, racing and flight simulation to a whole new level. Immerse yourself in the game experience.

### PLAYSTATION® MOBILE ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Foster City, CA  
United States  
[us.playstation.com/  
playstationmobile](http://us.playstation.com/playstationmobile)

### PLEXTOR 2563 SOUTH

Fremont, CA  
United States  
[www.plexotoramericas.com](http://www.plexotoramericas.com)

**POLE TO WIN****OFMR 6305 CONCOURSE**

Sunnyvale, CA  
United States  
[www.PoleToWinInternational.com](http://www.PoleToWinInternational.com)

Marlene Tuzar, VP, Global Sales; Toru Kusano, Sales Manager, Global Business Division; Donna Wojtowicz, US Sales Manager; Masato Takahashi, Regional Sales Manager; Michel Buch-Andersen, Director of Business Development

Pole To Win is interested in meeting with publishers and developers working on all platforms worldwide. Pole To Win is available to discuss all of your games testing, localization, multi-lingual customer support and on-site sourcing needs. We look forward to helping companies big and small in achieving their greatest successes in 2013 and beyond.

**POLK AUDIO****OFMR 4016 WEST**

Baltimore, MD  
United States  
[www.polkaudio.com](http://www.polkaudio.com)

**POWERA****5212 WEST**

Woodinville, WA  
United States  
[www.powera.com](http://www.powera.com)

John Moore, DVP Product Development; Lucky Emani, VP Sales; Neil Wood, Step 3 - Public Relations Firm

PowerA creates accessories for the world's best video game and mobile technologies. We are a leading provider of controllers for Xbox, Playstation and Nintendo, mobility cases for Star Wars and Star Trek and action sets for Skylanders. In 2012, PowerA launched MOGA, which transforms your Android into a mobile gaming machine. [www.PowerA.com](http://www.PowerA.com)

**PRIMA GAMES****OFMR 6300 CONCOURSE**

Roseville, CA  
United States  
[www.primagames.com](http://www.primagames.com)

Debra Kempker, President; Aaron Lockhart, Licensing Manager; Mark Hughes, Sales & Marketing Director; Veronika Monell, Director, Data Management; Fernando Bueno, Editor in Chief

Prima Games, an imprint of Random House Inc., is the most trusted name in video game strategy. Whether it is with a Prima Official Game Guide or on PrimaGames.com, we've been helping gamers get the most of their games for 20 years. As pioneers in video game strategy, we've introduced numerous innovations in companion guides, apps, and web.

**PRO VS. GI JOE****2535 SOUTH**

Irvine, CA  
United States  
[www.provsgijoe.org](http://www.provsgijoe.org)

**QUALCOMM****OFMR 6504 CONCOURSE**

San Diego, CA  
United States  
[www.qualcomm.com](http://www.qualcomm.com)

Qualcomm Technologies, Inc. is a wholly-owned subsidiary of Qualcomm Incorporated, the world leader in 3G, 4G and next-generation wireless technologies. The latest Qualcomm Snapdragon processors deliver blazing fast apps, visually stunning graphics, breakthrough multimedia, seamless communications and outstanding battery life for mobile.

**R.D.S. INDUSTRIES INC****5234 WEST**

Torrance, CA  
United States  
[rdsindustriesinc.com](http://rdsindustriesinc.com)

Richard Smith, President/CEO; Dave Albert, Sales at Large; Greg Bishop, VP of Sales & Marketing; Dick/Cathie Lehrberg, International Sales; Duane Smith, Show Coordinator

Nintendo licensed 3DS, 3DS XL, DSi, DSi XL, and Wii U system carrying cases and accessories. Sanrio co-branded Nintendo 3DS, 3DS XL, DSi and DSi XL carrying cases and essentials packs. Sony licensed PS Vita, PSP, and Playstation 3 system carrying cases. I Traveler tablet carrying cases and accessories.

**RACOONSOFT****447 SOUTH**

Gangnam-gu, Seoul  
South Korea  
[www.racoonsoft.co.kr](http://www.racoonsoft.co.kr)

**RAZER****5412 WEST**

Carlsbad, CA  
United States  
[www.razerzone.com](http://www.razerzone.com)

Razer™ is the world leader in high performance gaming hardware. Founded in 1998, with its headquarters in Carlsbad, California, the company has offices in nine cities around the globe. Razor provides gamers with the fair advantage of cutting-edge technology and award-winning design.

**REBELLION****OFMR 6201 CONCOURSE**

Oxford, Oxfordshire  
United Kingdom  
[www.rebellion.co.uk](http://www.rebellion.co.uk)

Jason Kingsley, CEO;  
Chris Kingsley, CTO

Rebellion is Europe's top independent games developer with a 20-year track record of worldwide number one hits including *Aliens Vs Predator*, *The Simpsons Game* and *Sniper Elite*.

**REV3GAMES****3047 SOUTH**

San Francisco, CA  
United States  
[revision3.com/games](http://revision3.com/games)

**RIOT GAMES****PMR 304A**

Santa Monica, CA  
United States  
[www.riotgames.com](http://www.riotgames.com)

Riot Games aspires to be the most player-focused game company in the world. We were established in 2006 by a couple of entrepreneurial gamers who believe player-focused game development can result in awesome games. In 2009, we released our debut title, *League of Legends*, to critical and player acclaim. Over 32 million play every month.

**RISING STAR GAMES****OFMR 6105 CONCOURSE**

Hollywood, CA  
United States  
[www.risingstargames.com](http://www.risingstargames.com)

Martin Defries, President;  
Phil Robinson, VP

A long-standing boutique video game publisher with catalog of more than 100 titles, Rising Star Games will reveal its 2013 lineup at E3 2013.



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## EXHIBITOR PROFILES

### SAP 2857 SOUTH

Palo Alto, CA  
United States  
[www.sap.com](http://www.sap.com)

Alan Miller, VP, SAP Precision Gaming; Andreas Vogel, PhD, VP - Development, SAP Precision Gaming; Sheila Zelinger, VP, Customer Development & Marketing; Rajiv Nema, Director, Technology & Innovation Marketing; Kjoon Lee, VP, Technology & Innovation Marketing

As market leader in enterprise application software, SAP helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition.

### SCOSCHE INDUSTRIES, INC. 2147 SOUTH

Oxnard, CA  
United States  
[www.scosche.com](http://www.scosche.com)

Roger Alves, President; Kas Alves, Executive VP; Vince Alves, Executive VP; Doug Broadhurst, Marketing Manager; Jack DeBiasio, Sr. Product Manager

Founded in 1980, Scosche Industries is an award-winning innovator of consumer technology and app-powered mobile accessories – committed to delivering quality, value and unmatched customer service. With over 95 patents and countless industry awards, it's easy to see why Scosche is consistently at the forefront of technology and innovation.

### SEGA OF AMERICA, INC. 1047 SOUTH, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

San Francisco, CA  
United States  
[www.sega.com](http://www.sega.com)



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### SEMIFORMAL STUDIOS 5436 WEST

Fresno, CA  
United States  
[www.playensemble.com](http://www.playensemble.com)

SemiFormal Studios is an indie development studio based in Fresno, CA. Our flagship project is *Ensemble Online*, a revolutionary, browser-based MMORTS. We're a dedicated team of industry veterans, determined to make some of the most mind-blowingly awesome titles ever released.

### SIRIUS XM 2902 SOUTH

New York, NY  
United States  
[www.siriusxm.com](http://www.siriusxm.com)

Jason Shebilo, Executive Producer & Host

Sirius XM is bringing its listeners closer to E3 with coverage all week long. Tune in for news, updates, and the latest developments from the games, developers, and platforms you love.

### SNAIL GAMES USA 5222 WEST

Los Angeles, CA  
United States  
[www.snailgamesusa.com](http://www.snailgamesusa.com)

Snail Games USA bridges the gap between East and West by bringing to the US market many successful gaming titles created by its parent company, Suzhou Snail Electronic Co., Ltd., a major force in China's video game industry. SGUSA is proud to introduce to gamers an impressive collection of award winning free-to-play online games.

### SOLUTIONS 2 GO 515 SOUTH

Santa Ana, CA  
United States  
[www.solutions2go.com](http://www.solutions2go.com)

Nima Taghavi, Founder & Chairman; Michael Maas, President & CEO; Keith Richards, CFO; Wayne Yodzio, Executive VP, Merchandise & E-Commerce; David Rosenbaum, Executive VP, Retail Sales

Solutions 2 GO, LLC. specializes in distributing products to retail and e-commerce companies in a customer-centric way with an array of value-added services, promotions, unique product offerings and packaging. S2G develops and provides solutions and opportunities for its vendors and customers that help them be more efficient, effective and profitable.

### SONY COMPUTER ENTERTAINMENT AMERICA 4522 WEST, OFMR 4144 WEST, PMR 501B, PMR 501C, PMR 504, PMR 506, PMR 507, ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Foster City, CA  
United States  
[us.playstation.com](http://us.playstation.com)

### SONY COMPUTER ENTERTAINMENT EUROPE PMR 515A

London  
United Kingdom  
[eu.playstation.com](http://eu.playstation.com)

### SONY ONLINE ENTERTAINMENT 4800 WEST

San Diego, CA  
United States  
[www.soe.com](http://www.soe.com)

Michele Cagle, Director of Global Communications; Don Vercelli, Senior VP of Sales; Louis Figueroa, Senior VP of Business Development; Laura Naviaux, Senior VP of Global Sales & Marketing

Sony Online Entertainment LLC is a recognized worldwide leader in massively multiplayer online games. Best

known for its blockbuster hits and franchises, including *EverQuest®*, *DC Universe™ Online*, and *PlanetSide®2*, SOE creates, develops and provides compelling online entertainment for a variety of platforms. To learn more, visit [www.soe.com](http://www.soe.com).

### SPACE SPORTS ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)

Marina del Rey, CA  
United States  
[www.spacesports.com](http://www.spacesports.com)

Mark Thomas, Founder & President; Chris Thomas, CEO; Hilton Warmback, CTO; Cameron Hood, CCO; Ivana Pignatelli, CPO

Planet Toccer Holding Ltd., founded by former world class athlete, Mark Thomas, has teamed up with leading animated film and gaming industry veterans to launch *Space Sports*, a 3D mobile game app. *Space Sports* is a highly engaging and competitive 3D game app with rich graphics and cosmic monsters.

### SQUARE ENIX, INC. 1647 SOUTH

El Segundo, CA  
United States  
[www.square-enix.com](http://www.square-enix.com)

### STINKY GAMING FOOTBOARD BY STELULU TECHNOLOGY INC.

Montreal, Quebec  
Canada  
[www.stinkyboard.com](http://www.stinkyboard.com)

### STRAKER TRANSLATIONS 2259 SOUTH

San Francisco, CA  
United States  
[www.strakertranslations.com](http://www.strakertranslations.com)


**SUNFLEX USA LLC**  
 5604 WEST

Van Nuys, CA  
 United States  
[www.snakebyte-usa.com](http://www.snakebyte-usa.com)

Howard Borenstein, President;  
 Caroline Wolf, Sales & Marketing Operations Director; Mike Steup, Managing Director  
 Sunflex Europe; Nicki Repenning, VP of Business Development; Christoph Lasch, Marketing Director

Sunflex USA is the exclusive distributor of the video game brand snakebyte, covering a wide range of video gaming accessories. Sunflex has developed and marketed accessories for all popular video game systems since 1997. Sunflex is also the developer and manufacturer of the brand new unu tab, the clever tablet solution for at home and on-the-go.

**TAKE-TWO INTERACTIVE SOFTWARE, INC.**

PMR 511AB

New York, NY  
 United States  
[www.take2games.com](http://www.take2games.com)

Henry Diamond, Senior VP, Investor Relations & Corporate Communications; Alan Lewis, VP, Corporate Communications & Public Affairs; Steve Glickstein, VP, Digital Sales; Chris Armstrong, Senior Director, US Sales; David Edwards, Director, Channel Marketing & Sales Planning

Take-Two Interactive Software, Inc. is a leading worldwide developer, marketer and publisher of interactive entertainment. The company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, and its common stock is publicly traded on NASDAQ under the symbol TTWO. For more information - <http://www.take2games.com>.


**TECHLAND**  
 2059 SOUTH

Warsaw, Mazowieckie  
 Poland  
[www.techland.pl/en](http://www.techland.pl/en)

Przemek Marmul, Business Development Director

Techland is a world-class video games developer for PC, current and next generation consoles.

**TECMO KOEI AMERICA CORPORATION**

4700 WEST

Burlingame, CA  
 United States  
[www.tecmokoeiamerica.com](http://www.tecmokoeiamerica.com)

Yoichi Erikawa, President; Amos Ip, Senior VP & General Manager; Yoshi Ogawa, Sr. Manager, Business Development; Jae Chang, Sales & Operations Manager

Tecmo Koei America Corp. is the North American subsidiary of Japan's Tecmo Koei Holdings Co., Ltd. The company's globally renowned franchises include *Dead or Alive*, *Dynasty Warriors*, and *Ninja Gaiden*. Utilizing the combined strengths of both brands, Tecmo and Koei continue to redefine the action genre with their own unique, distinctive approach.


**TEK RECON**  
 5636 WEST

Mississauga, Ontario  
 Canada  
[www.tekrecon.com](http://www.tekrecon.com)

Graeme Bissett, Marketing; Harold Chizick, Public Relations

Tek Recon is the newest and most realistic way to blast away with your friends on the field or anywhere. With wicked blaster designs – the new NRG Ammo, and the Tek Recon app – Tek Recon is bringing video games to real life!


**TELLTALE GAMES**  
 OFMR 6401 CONCOURSE,  
 OFMR 6500 CONCOURSE

San Rafael, CA  
 United States  
[www.telltalegames.com](http://www.telltalegames.com)

Dan Connors, CEO, Director, Founder; Steve Allison, Senior VP, Publishing; Richard Iggo, Senior Director of Marketing; Job Stauffer, Senior Public Relations Manager

Telltale is a digital first publisher releasing interactive episodic content on a seasonal schedule. Its award-winning internal development studio is responsible for creating landmark episodic content, including 2012's Game of the Year winner *The Walking Dead*.


**THEAPPSGAMES**  
 2263 SOUTH

North Bergen, NJ  
 United States  
[www.theappsgames.com](http://www.theappsgames.com)

TheAppsGames is a leading global mobile game publisher in South Korea. We perform publisher aggregation services to include localization, monetization and marketing of your game in the Asian and U.S. mobile market. If you're a developer, please talk with us!

**TRION WORLDS, INC.**  
 PMR 306A, PMR 306B

Redwood City, CA  
 United States  
[www.trionworlds.com](http://www.trionworlds.com)

Trion Worlds is the leading publisher and developer of premium games for the connected era. Powered by a breakthrough development and publishing platform, Trion's team delivers high-quality, dynamic and massively social games as live services across the biggest game genres and devices, including *RIFT*®,

*ArcheAge*®, *End of Nations*®, *Warface*®, and *Defiance*™.


**TURTLE BEACH**  
 2023 SOUTH

Valhalla, NY  
 United States  
[www.turtlebeach.com](http://www.turtlebeach.com)

Turtle Beach, number one in gaming audio, designs and markets premium audio peripherals for video game, personal computer, and mobile platforms – including its acclaimed line of Ear Force gaming headphones and headsets crafted for Xbox 360, PS3 game consoles and PC games.

**TWITCH**

235 SOUTH

San Francisco, CA  
 United States  
[www.twitch.tv](http://www.twitch.tv)

Matt DiPietro, VP Marketing & Public Relations ; Kevin Lin, COO; Jonathan Simpson-Bint, CFO; Amber Dalton, Director of Marketing & Events; Scott Newton, Advertising Sales

Twitch is the leading video live streaming platform and community for gamers, with more than 30+ million visitors per month watching over 1.5 hours of gaming content each day. Our mission is to connect gamers and developers around the world by allowing them to broadcast, watch, and chat from everywhere they play.

## EXHIBITOR PROFILES

### UBISOFT ENTERTAINMENT

1023 SOUTH, PMR 305

Montreuil  
France  
[www.ubisoftgroup.com](http://www.ubisoftgroup.com)

Yves Guillemot, Co-founder & CEO; Laurent Detoc, Executive Director, North America; Alain Corre, Executive Director, EMEA; Christine Burgess-Quemard, Executive Director, Worldwide Studios; Serge Hascoet, CCO

Ubisoft is a leading creator of interactive entertainment products, ranked 3rd independent publisher worldwide with offices in 28 countries. Ubisoft's talented teams have brought to life numerous high-quality, original and immersive worlds for all types of gamers. Some of the group's hit brands include *Assassin's Creed*, *Rayman*, and *Watch Dogs*.



**UBITUS INC.**  
217 SOUTH

Burlingame, CA  
United States  
[www.ubitus.net](http://www.ubitus.net)

Derek Chim, CPO; John Rizzo, Senior VP; John Gu, Chief Strategy Officer & CMO

Ubitus Inc., the technology leader in deploying Cloud-enabled rich media services, offers innovative cloud computing solutions for device manufacturers, wired/wireless communication service providers, telecommunication operators and digital content developers.

### UNDERWORLD STUDIO INC.

447 SOUTH

Seongnam, Gyeonggi-do  
South Korea  
[www.kotra.or.kr](http://www.kotra.or.kr)

### VANILLA BREEZE CO. LTD.

447 SOUTH

Mapo-gu, Seoul  
South Korea  
[www.vanillabreeze.com](http://www.vanillabreeze.com)

David Hahn, CEO

Vanilla Breeze is a reputable mobile app and game developer based in Korea. We have four years of multi-platform development experiences with 150+ iOS and Android apps and 38 million accumulative downloads. We're funded by KTB (VC) and Korea Telecom, and we'll be launching 5 new mobile casual/social games during 2013.

### VIDEOGAME HISTORY MUSEUM

2723 SOUTH

Valley Stream, NY  
United States  
[www.vghmuseum.org](http://www.vghmuseum.org)

### VIRTUOS

OFMR 6200 CONCOURSE

Shanghai  
China  
[www.virtuosgames.com](http://www.virtuosgames.com)

Virtuos is one of the largest providers of digital entertainment production services for the video game and movie industries, specializing in 3D art and game co-development for console, online and mobile platforms. Virtuos has more than 1000 staff across Shanghai, Chengdu, Xian and Saigon production centers, and Vancouver, Paris and Tokyo offices.

### VISA - PLAYSPAN GAMES COMMERCE

OFMR 6405 CONCOURSE

San Francisco, CA  
United States  
[www.playspan.com](http://www.playspan.com)

Robb Lewis, Director of Marketing & Consumer Products - PlaySpan

PlaySpan® provides game developers with a complete monetization platform offering payments, subscriptions and microtransaction solutions for online games. Monetize globally by presenting consumers a geographically optimized payment experience from over 100 payment methods - all through a Single REST API.

### VISUALSHOWER CORP.

447 SOUTH

Mapo-gu, Seoul  
South Korea  
[www.visualshower.com](http://www.visualshower.com)

### VIVITOUSH | A BAYER BRAND

3447 SOUTH

Sunnyvale, CA  
United States  
[www.vivitouch.com](http://www.vivitouch.com)

Dirk Schapeler, CEO; David Humphreys, Director of Global Sales & Marketing; Andy Cheng, Director of Marketing; Art Muir, Director System Engineering & Business Development

ViviTouch®, developed by Bayer MaterialScience, produce a one-of-a-kind cinematic sensation that bridges the senses of seeing, hearing and feeling. ViviTouch HD Feel is used in gaming controllers and mobile devices to immerse players in the gaming experience. ViviTouch 4D Sound can make headphones come alive by amplifying the experience of hearing.

### VOX MEDIA - POLYGON & THE VERGE

5612 WEST

New York, NY  
United States  
[www. voxmedia.com](http://www. voxmedia.com)

Nina Sokoler, Director of Events; Callie Schweitzer, Director of Marketing

### WARGAMING.NET

601 SOUTH

Nicosia  
Cyprus  
[www.wargaming.net](http://www.wargaming.net)

Mike Turner, VP of Business Development; Chris Cook, Senior Public Relations Manager

Wargaming is an award-winning online game developer and publisher and one of the leaders in the free-to-play MMO market. Founded as a privately held company in 1998, Wargaming has shipped more than 15 titles and employs over 1300 people across such key regions as North America, Europe, Russia, Asia, and Australia.

### WARNER BROS. INTERACTIVE

1637 SOUTH

Burbank, CA  
United States  
[www.warnerbros.com](http://www.warnerbros.com)

Martin Tremblay, President; Russell Arons, Senior VP, Worldwide Marketing; Samantha Ryan, Senior VP, Production & Development; Debra Baker, Senior VP, Business Development, WBHEG; Kevin Kebodeaux, Senior VP, Sales Americas

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

### WETHEFORCE

413 SOUTH

Saltillo, Coahuila  
Mexico  
[www.wetheforce.com](http://www.wetheforce.com)

Cesar Molina, Producer; Elizabeth Davila, Manager; Javier Gonzalez, Game Developer Director

Established in 2012 as a new company WeTheForce Studios is a family of talented developers and artists that creates high quality games, with a strong purpose. We love to break the rules to create new worlds, and we follow our great grandfather's quote: "Logic will get you from A to Z, imagination will get you everywhere." A. Einstein

### WIHD TECHNOLOGY

317 SOUTH

Sunnyvale, CA  
United States  
[www.wihdrocks.com](http://www.wihdrocks.com)

Tim Wong, Chairman, WiHD Consortium; Eidy Nodal, Event Program Manager; Amy Hill, Event Program Manager

WiHD technology provides the only Full HD wireless video link with perfect video quality and no gaming lag for a rockin' gaming experience!

### WIT ENTERTAINMENT (WORLD INT'L TRADING, LLC)

2458 SOUTH

Doral, FL  
United States  
[www.witgames.com](http://www.witgames.com)

Filippo Boccara, Owner; Tony Llanes, Sales Representative; Oscar Hernandez, Sales Representative; Virginia Perry, Buyer; Jonathan Jackson, Buyer

Since 1994, WIT Entertainment has been a leading wholesale distributor of video games hardware, software and accessory products, consumer electronics, digital media and other entertainment products. We handle Sony, Microsoft, Nintendo, Activision, Ubisoft, EA, Konami, etc.

### WIZARDS OF THE COAST

OFMR 6601 CONCOURSE

Renton, WA  
United States  
[www.wizards.com](http://www.wizards.com)

Elanie Chase, Brand Director Magic: The Gathering; Nathan Stewart, Brand Director Dungeons & Dragons; RE Daryllyme, Brand Director Kaijudo; Tolena Thorburn, Sr. Communications Manager; Whitney Williams, Sr. Manager Events

The Wizards story is an epic tale of a tiny game company which grew to be a leader in the hobby gaming business and a part of the global Hasbro family. From those humble beginnings arose fantastic new worlds, stories, brands and new play experiences that entertain communities of players through games, novels, comics, TV series, apparel and more.

### X-GAMES INC.

2547 SOUTH

Miami, FL  
United States  
[www.x-gamesinc.com](http://www.x-gamesinc.com)

Walter Caridad, President; Fernando del Bosque, VP

With a 7,000 square foot facility based in Miami, FL, X-Games Inc. is a video game logistics company fulfilling distribution needs in the Caribbean, Central and South America. X-Games Inc distributes video games in Latin America for all major publishers (including EA, Ubisoft, Take-Two, Konami, Disney, WB, Namco-Bandai, and Capcom – among others).

### XPEC ENTERTAINMENT INC.

OFMR 6413 CONCOURSE

Taipei  
Taiwan  
[www.xpec.com](http://www.xpec.com)

Gordon Lin, BD Manager (Console & Browser Game); Catherine Hsu, BD Manager (Console & Browser Game); Casper Chou, BD Director (Online Game); John Laredo, BD Manager (Art Outsourcing)

XPEC is a game developer from Taiwan. Products range from console/PC/web/cross platform. Services include a Collaboration project, independent title and IPs for publishing and art outsourcing services. XPEC offers publishers the most comprehensive total solution and well-structured, efficient development pipelines to suit all production needs.

### XSEED GAMES

2800 SOUTH

Torrance, CA  
United States  
[www.xseedgames.com](http://www.xseedgames.com)

Shinichi Suzuki, President & CEO; Ken Berry, Executive VP; Jimmy Soga, Product Manager

XSEED Games was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

### XTREME VIDEOGAMES

2362 SOUTH

Hong Kong  
China  
[www.playxtreme.it](http://www.playxtreme.it)

Paola Capuano, Senior Sell Manager; Mauro Russo, Administrator

### ZAGG INC

2550 SOUTH

Salt Lake City, UT  
United States  
[www.zagg.com](http://www.zagg.com)

### ZEISS MULTIMEDIA DEVICES

2658 SOUTH, OFMR 6304 CONCOURSE

Oberkochen  
Germany  
[www.cinemizer.com](http://www.cinemizer.com)

Andreas Klavehn, Director Sales & Marketing Multi-Media Devices; Franz Troppenhagen, Product Manager Multi-Media Devices; Dave Hodgson, North American Sales & Distribution; Annette Tindall, North American Sales & Distribution

The ZEISS brand stands for the highest quality, precision and innovation and has done so over 160 years. We aspire to unite innovation, fascination and tradition and we reflect this in our slogan: "We make it visible." Carl Zeiss is a leading international group of companies operating worldwide in the optical and opto-electronic industries.

### ZQGAME INC.

OFMR 6704 CONCOURSE

El Segundo, CA  
United States  
[www.zqgame.com](http://www.zqgame.com)

Michael Zhang, CEO; Shannon Chen, Director of Marketing; K. J. Lin, Producer

ZQGame is an online game company driven to create compelling entertainment experiences across online, mobile, and tablet platforms for the hardcore gamer. The company has raised over 110 million dollars since going public, and opened its first US branch in 2011.

### ZYNGA

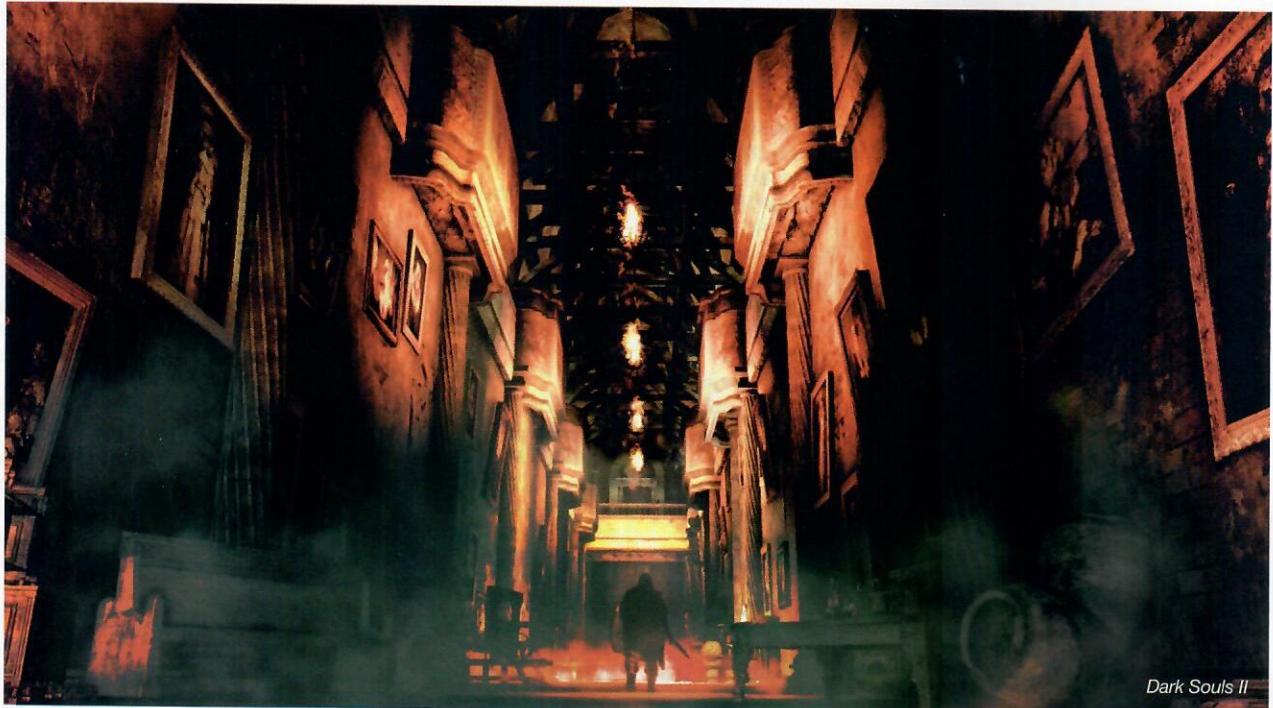
OFMR 6613 CONCOURSE

San Francisco, CA  
United States  
[www.zynga.com](http://www.zynga.com)

Zynga Partners Note: We are only taking meetings with developers interested in the Zynga Partners Program. All other inquiries should be directed to <http://developers.zynga.com/partners>. Partner with us and use our expertise and resources in design, development, and marketing of your app or web game on the Zynga Network.



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Dark Souls II

# THE SOULS OF HEROES

NAMCO BANDAI GAMES DELIVERS EXPLOSIVE CROSSES, FAVORITE CHARACTERS, AND A TOUCH OF DARKNESS

**M**ore than three record-breaking decades after its first arcade hits, Namco Bandai Games America Inc. continues to produce innovative, engaging games that delight and entertain a broad audience.

The critically acclaimed *Dark Souls* sold millions at retail and earned numerous awards from the press. The game's combination of incredible visuals, intense challenge, and carefully designed gameplay created a classic. Its legion of fans crave more, so Namco Bandai and developer From Software have teamed up again to create *Dark Souls II*. This highly anticipated sequel delivers the engaging gameplay, extensive customization, and notorious challenges that veterans have come to love, while revamping the presentation to invite more new players into the fold on PlayStation 3, Xbox 360, and PC.

But high fantasy is not the only genre that game fans can look forward to exploring. *Armored Core:*

*Verdict Day* is the latest installment in a futuristic robot-piloting simulation franchise. Players take control of a massive, customizable robot—or, alternatively, act as an "Operator" to lead a squad of up to 20 mechs to success in online or offline play. *Armored Core: Verdict Day* arrives on Xbox 360 and PlayStation 3 later this summer.

Some players just want to save the entire world from ruin. For those players, Namco Bandai offers fans a new title in the hit *Tales* role-playing game series, *Tales of Xillia*. Taking control of heroes Jude and Mila, players explore a beautiful fantasy setting, meeting helpful friends and devious foes while engaging in action-packed battles and exploring puzzling dungeons. *Tales of Xillia* will be released exclusively for the PlayStation 3 on August 6.

If saving one world is not enough, how about several dozen? Hitting stores on June 26 is *Project X Zone*, a 3DS-exclusive strategy game that combines more than 50



Tales of Xillia

fan-favorite game characters from Namco Bandai, SEGA of America, Inc., and Capcom USA, Inc. in a crossover of unprecedented scope. Fans can look forward to seeing characters from series like Namco Bandai's *Tekken* team up with characters from titles like Capcom's *Devil May Cry* and SEGA's *Valkyria Chronicles* in a strategy gamer's dream come true.

Licensed games continue to play a key role in Namco Bandai's strategy. *Power Rangers MEGA-FORCE*, based on the children's TV series, comes to the 3DS this fall with camera functionality allowing players to scan official Morpher Cards for power-ups. Namco Bandai also expands its downloadable offerings later this summer with *One Piece Pirate Warriors 2* — a zany, colorful PlayStation Network-exclusive title based on the mega-hit Japanese comic *One Piece*.

Finally, Namco Bandai's most familiar face returns in fine form. Based on the upcoming animated series of the same name, *Pac-Man and the Ghostly Adventures* brings the beloved yellow dot-chomper to the PlayStation 3, Xbox 360, Wii U, and PC this fall. In addition, classic-minded gamers will look forward to this fall's *Pac-Man Museum*, a downloadable title coming to PC, PlayStation Network, Xbox Live Arcade, and the Nintendo eShop. This special set includes *Pac-Man*, *Pac-Man Champion Edition*, and the four-player *Pac-Man Battle Royale*. Finally, the previously released *Pac-Man Championship Edition DX* for Windows 8 PC, Xbox Live, and PlayStation Network will receive a content update in the form of *Pac-Man Championship Edition DX Plus*.

From modern classics to history, dark fantasies to colorful mazes, Namco Bandai Games offers plenty to enjoy for any gamer.

# MCV

The Global Video Games Industry Network



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THE MARKET FOR  
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COMPUTER & VIDEO GAMES

## GAMES



# TECMO KOEI JUMPS INTO THE FRAY

CYBORG NINJA, WARRIORS, AND DEMONS HEADLINE E3 LINEUP

**T**ense, over-the-top, and action-packed, *Yaiba: Ninja Gaiden Z* headlines Tecmo Koei America Corporation's robust E3 2013 lineup. As the titular cyborg ninja, players use their transformable cybernetic arm, ninja weapons, and even the limbs of their zombie foes as deadly weapons. The title's heavily stylized, graphic-novel-esque visuals emphasize the visceral, pulse-pounding gameplay -- while unique features in the design ensure that *Yaiba* will be enjoyable for both core gamers and a broader audience when it hits stores in 2014.

*Dynasty Warriors 8* (which arrives at retail on July 12) is the latest chapter in the popular tactical-action series. Featuring online and offline cooperative gameplay, as well as an enhanced story mode, *Dynasty Warriors 8* lets players experience historical combat like no other.

In addition, the renowned *Dead or Alive* series returns this fall with the high-intensity *Dead or Alive 5 Ultimate*, wherein players experience the biggest lineup of fighters in *DOA* history, with new online options making fights even easier to come by.

Tecmo Koei's showing at E3 also features *Atelier Meruru Plus: The Apprentice of Arland*, the highly anticipated final game in the Arland trilogy of role-playing/alchemy simulation hybrids. In addition, the company offers a sneak peek at *Toukiden*, a demon-slaying action game for PlayStation Vita, in trailer form. Both games are due out later this year.

With titles featuring a range of iconic characters and pulse-pounding genres, Tecmo Koei's 2013 lineup is one of the company's most exciting showings at E3 to date.

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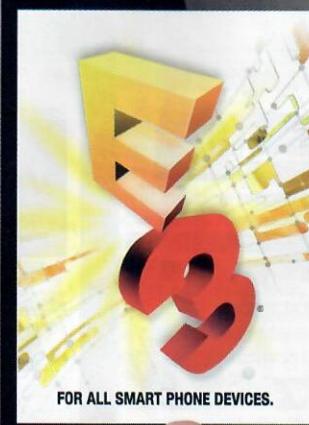


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Disney Infinity

# FAST PASS TO FUN

**DISNEY INTERACTIVE TAKES PLAYERS TO INFINITY AND BEYOND**

**D**isney Interactive is experiencing a golden age. The studio has become a creative hotbed of interactive entertainment ideas, the most anticipated of which may be the franchise-blending *Disney Infinity*.

*Disney Infinity* is an imaginative, multi-franchise action game that blurs the line between fantasy and reality. Using a real-life item called the Disney Infinity Base, players power up real-world Disney/Pixar action figures like Captain Jack Sparrow, Mr. Incredible, and Sulley, and insert them into unique virtual worlds called Play Sets. Characters can swap Play Sets, and up to four players can jump into them. The fun starts with the *Disney Infinity Starter Set*, which comes with three Play Sets (*The Incredibles*, *Pirates of the Caribbean*, and *Monsters Inc.*), a game disc, a Disney Infinity Base, three action figures, a Power Disc, and web codes to unlock online content.

Cars is the only additional Play Set confirmed to date, but John Vignocchi, executive producer at Disney Interactive, has this to say about the game's future development: "One of the great things about *Disney Infinity* is that it was designed to be an ongoing platform for Disney stories, past, present, and future. Choosing the

right characters and brands is a tremendous privilege and responsibility, and one that we take very seriously."

In addition to letting players blend their favorite Disney experiences, *Disney Infinity* also allows them to create their own. The game's open-world Toy Box mode gives players a set of intuitive tools to help them invent, play, and share their own Disney-themed adventures. Even better, these creations can be shared cross-platform. "The *Disney Infinity* interactive game pieces are platform-agnostic. A character that comes with a Wii U starter pack will also work on the PlayStation 3 version," Vignocchi says. The *Disney Infinity* adventure begins August 18, with its release on Xbox 360, PlayStation 3, PC, Wii, Wii U, and 3DS.

Disney Interactive's E3 lineup this year also includes the gravity-defying *Disney's Planes*, a high-flying action adventure game based on the animated film of the same name. Taking off August 6, the game features the voice talents of Val Kilmer, Dane Cook, and Anthony Edwards, and treats players to a range of fun minigames and story-based adventures that soar beyond the film's plot. *Disney's Planes* is available exclusively for the Nintendo Wii, Wii U, 3DS,



Disney's Planes



Disney Fantasia

and DS. It offers platform-specific perks such as two-player drop-in/drop-out on console, and a special Challenge mode available only on handheld platforms.

Third in Disney Interactive's lively line-up is *Fantasia: Music Evolved*. Made by music game experts Harmonix Music Systems Inc. and available exclusively for Xbox 360 Kinect, this musical motion game lets players step into Mickey Mouse's classic role of Sorcerer's Apprentice. Neophyte music mixers will use the Kinect's

unique motion controls to remix and augment tunes from more than 30 chart-topping artists like Bruno Mars, AVICII, Fun, and Kimbra. The magical, musical world of *Fantasia: Music Evolved* shimmers into view in 2014.

Disney Interactive's games offer a special kind of magic that transports gamers beyond the everyday. This year, that Disney magic blends reality with real-world action figures to create brand-new adventures, climb to higher altitudes, and conduct the music of the stars.



**2013**



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## EVENTS



# WORKING MIRACLES

## EXTRA LIFE MARATHON—GAMERS HELPING KIDS

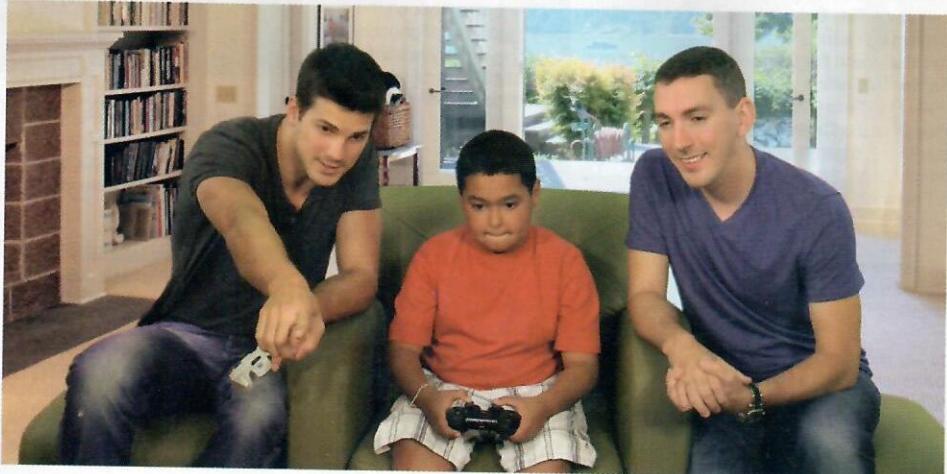
**G**ames have the power to entertain, to teach, and to bring families together, but as former game blogger Jeremy "Doc" Adams knows, they also have the power to heal. In 2008, Adams started Extra Life, a 24-hour game marathon benefiting the Children's Miracle Network Hospitals (CMN). Since then, Extra Life has become an annual event that has raised over \$4 million dollars to date.

Extra Life began in memory of Tori Enmon, a brave, video-game-loving girl with acute lymphoblastic leukemia. Her story inspired gamers in the United States and Canada to set aside one day a year to game around the clock and raise money for their local CMN hospitals. "Tori's legacy is that the joy of gaming and the opportunity to save and improve kids' lives can be one and the same," Adams says. "Extra Life allows gamers of all kinds to shine as heroes for sick and injured kids right in their community." Historically, each participating gamer has raised an average of \$200, and these funds have allowed hospitals to perform research, purchase equipment, and provide kids like Tori with exemplary care.

This year, Extra Life ups the ante by asking gamers to spend 25 hours playing their favorite games and asking supporters to pledge at least \$1 per hour. The event takes place Saturday, November 2, 2013—but individual participants may also choose their own second date and can break the marathon into two separate, shorter sessions. As Adams puts it, "We want to give gamers the online tools, support, and encouragement they need, then get out of the way so they can raise funds and play games however they want: individually, as groups, by geographical location, or by gaming interest."

Interested gamers can register for free on Extra Life's official website ([www.extra-life.org](http://www.extra-life.org)) or they can upgrade to the \$15 Platinum option. The latter makes them eligible to receive an official 2013 Extra Life T-shirt upon raising a minimum of \$200. All participants also receive a benefit at tax time, since all donations are tax-deductible.

Extra Life is open to all kinds of gamers and all kinds of games; genre and platform are unimportant. What is important is bringing the gaming community together to have fun and to raise money for some very brave kids.



# HANDHELD HEROICS

NATSUME GIVES MOBILE GAMERS NEW WAYS TO SAVE THE DAY

**F**rom hometowns to mystic worlds, Natsume Inc. has a varied E3 2013 product lineup that lets gamers save the day – right in the palms of their hands. First, this fall *Harvest Moon* creator Yasuhiro Wada transforms gamers into hometown heroes with time-management/simulation game *Hometown Story*. The game allows players to work to save a failing business while the game's simulation mechanics make the customer base (and its surrounding village) change, depending on the gamer's decisions. *Hometown Story* will be available for iOS and the Nintendo 3DS.

Next up is the cool-retro style role-playing game *Mystic Chronicles*. Starting this summer, a young hero can save the world with the help of his friends and their powerful Guardian Beasts. Beasts come in defensive, offensive, and healing varieties, and can be mixed and matched among party members. *Mystic Chronicles* is planned as a digital download for the Sony PlayStation Portable.

From mystics to monsters, the heroics continue with Natsume's two action-strategy games for iOS, both due out this summer. In *Gabrielle's Sweet Defense*, Monsterville comes under attack by humans gone mad for sweets. In *Gabrielle's Zombie Attack* the onslaught continues, pitting the heroine against the living dead.

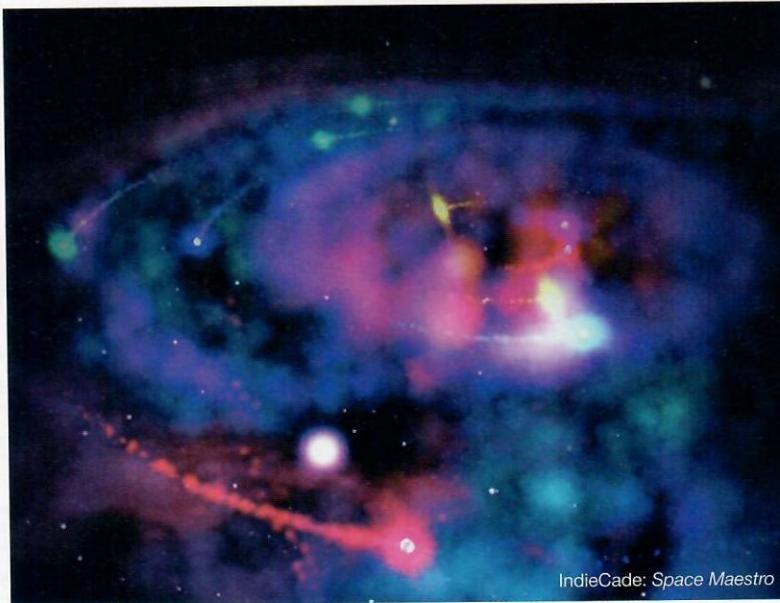
Things stay hot on iOS with Natsume's *Ninja Climb*, as players join a ninja band in order to save a town being held under the thumb of an evil magistrate. The opportunity for heroics then takes an aquatic turn in *Reel Fishing Pocket*, a fishing simulator that features 20 different fish, 60 pieces of tackle, and 90 challenging missions. Both *Ninja Climb* and *Reel Fishing Pocket* will be available this summer.

Whether to save their store, their town or their world, Natsume's 2013 lineup offers gamers their choice of exciting opportunities to demonstrate their skill – and reveal their inner hero.



**OFFICIAL  
BROADCASTER**

**SPIKE**



IndieCade: Space Maestro



IndieCade: Dominique Pamplemousse

# INDIECADE, VIDEOGAME HISTORY MUSEUM, AND PRO VS. GI JOE ADD DIVERSITY TO E3'S EVENTS

PLAY GAMES WITH SMALLER DEVS OR TAKE ON THE TROOPS

**B**ig-name developers, publishers, and manufacturers of inventive peripherals are not the only ones who make E3 such a rich experience. A huge diversity of events takes place within the show itself. Those who are interested in peeking back through the industry's history or taking a closer look at the creativity and innovation going on in the indie sector are in luck — both are on full display during E3 2013.

In the Videogame History Museum (South Hall booth #2723), attendees can expect to see a classic video arcade, game stations to play original systems, and several "living room" setups to make the retro experience all the more complete. The Videogame History Museum is one of the only museum organizations dedicated solely to video games. Its current archive consists of over 50,000 items, including video games, computer games, handheld

games, and memorabilia, as well as design documents, test reports, hardware designs, and internal memos. This year the Museum will be celebrating the history of the first third-party console publisher, which goes by the name Activision Blizzard, Inc. these days.

Moving into the present day, fans can observe and compete in *Call of Duty* against US troops fighting overseas in Afghanistan and beyond at the Pro vs. GI Joe event (South Hall booth #2535). Retired Mexican-American mixed martial artist and former UFC Light Heavyweight Champion Tito Ortiz is scheduled to act as the on-hand pro for the competition. Ortiz is scheduled to appear at the Pro vs. GI Joe booth all day today.

The Pro vs. GI Joe event also showcases some unusual hardware: the MEGS. MEGS stands for Mobile Entertainment Gaming System, "a portable, self-contained and highly durable multimedia platform created to give our troops endless hours of fun and relaxation." They can be opened, say, on the back of a Humvee in the middle of Afghanistan, to let troops play and practice *Call of Duty* for competitions like the ones taking place all during E3 2013.

The booth, sponsored by Gearbox Software, also boasts live

music from chiptune artist 8-bit Weapon and freestyle MC/rapper Mega Ran.

For something on the cutting edge of contemporary, IndieCade's Showcase at E3 (South Hall booth #3035) is worth exploring. Industry insiders at the IndieCade showcase are always the first to see the year's most interesting independent games and industry trends.

As Festival Chair Celia Pearce noted, IndieCade celebrates diversity in games, showing a wide selection of works that illustrate what games are capable of being. "Most of these games defy neat little genre and marketing compartments," said Pearce. "They redefine play and games, and give us a glimpse into the future."

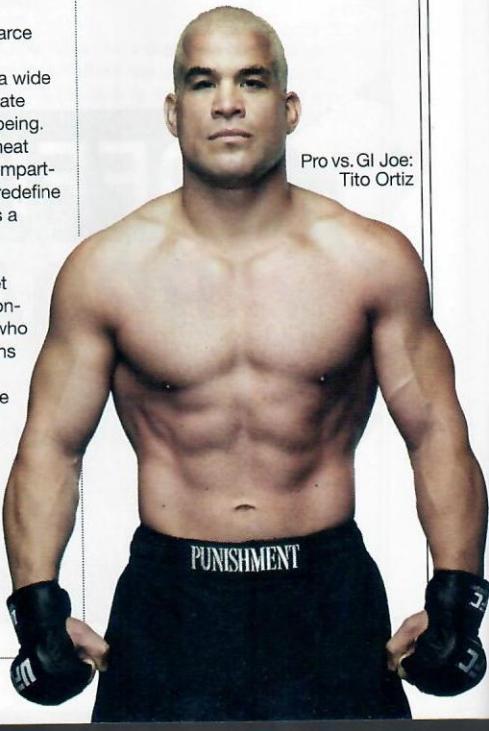
IndieCade visitors also get access to the games' passionate designers and creators who are on-hand to take questions and field interviews. Since 2007, IndieCade's Showcase has featured close to 30 certified hits (like *Antichamber*, *Skulls of the Shogun*, and *Cards Against Humanity*), and countless others that have attracted devoted followings. And now, E3 2013 attendees have a chance to count themselves among the

earliest of early adopters. The 2013 IndieCade showcase includes the cooperative iOS party game *Spaceteam*, an interactive Kinect experience titled *Space Maestro*, an interactive musical comedy game called *Dominique Pamplemousse in "It's All Over Once The Fat Lady Sings"*, and a Jenga-meets-table-top-shuffleboard puzzler known as *Tower No Tumble*.

Pro vs. GI Joe: Tito Ortiz



IndieCade: SpaceTeam



PUNISHMENT

# VISIT THE VIDEO GAME VOTERS NETWORK IN THE WEST HALL LOBBY AND GET A **FREE T-SHIRT**

**ARE YOU TIRED OF GAMES BEING TREATED UNFAIRLY? DO YOU WANT TO  
HELP DEFEND THE GAMES YOU PLAY AGAINST CENSORSHIP?**

Join the Video Game Voters Network (VGVN), the free grassroots coalition that educates and mobilizes the gamer community. The VGVN supports legislative efforts to improve the environment for computer and video game artists and enthusiasts, as well as legislators who ensure games receive the same First Amendment protection as movies, books, and other art. The VGVN enables gamers to stay updated on policy issues and take action by contacting federal, state, and local officials to express their views. Rest assured the VGVN does not sell or share any information it collects.



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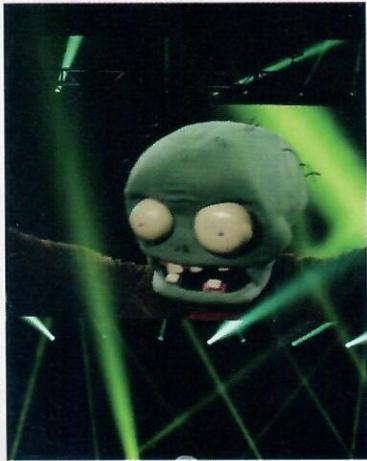


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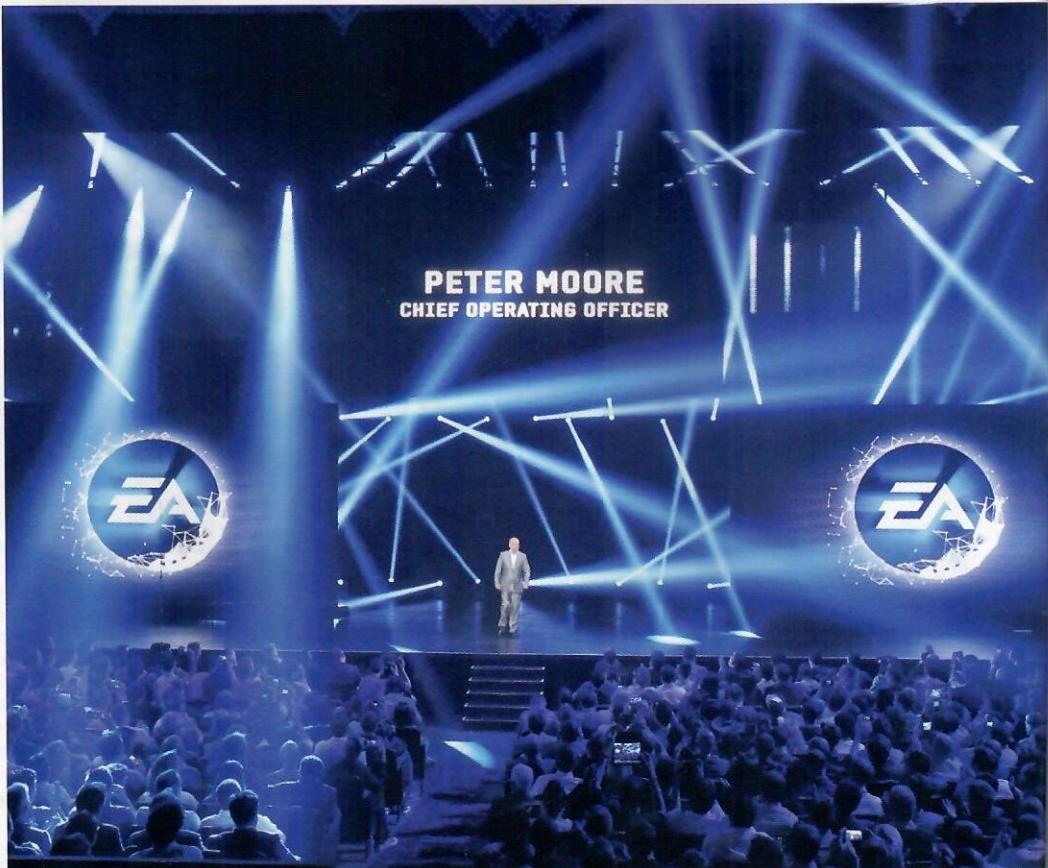
HIGHLIGHTS FROM THE MICROSOFT AND EA PRESS CONFERENCES

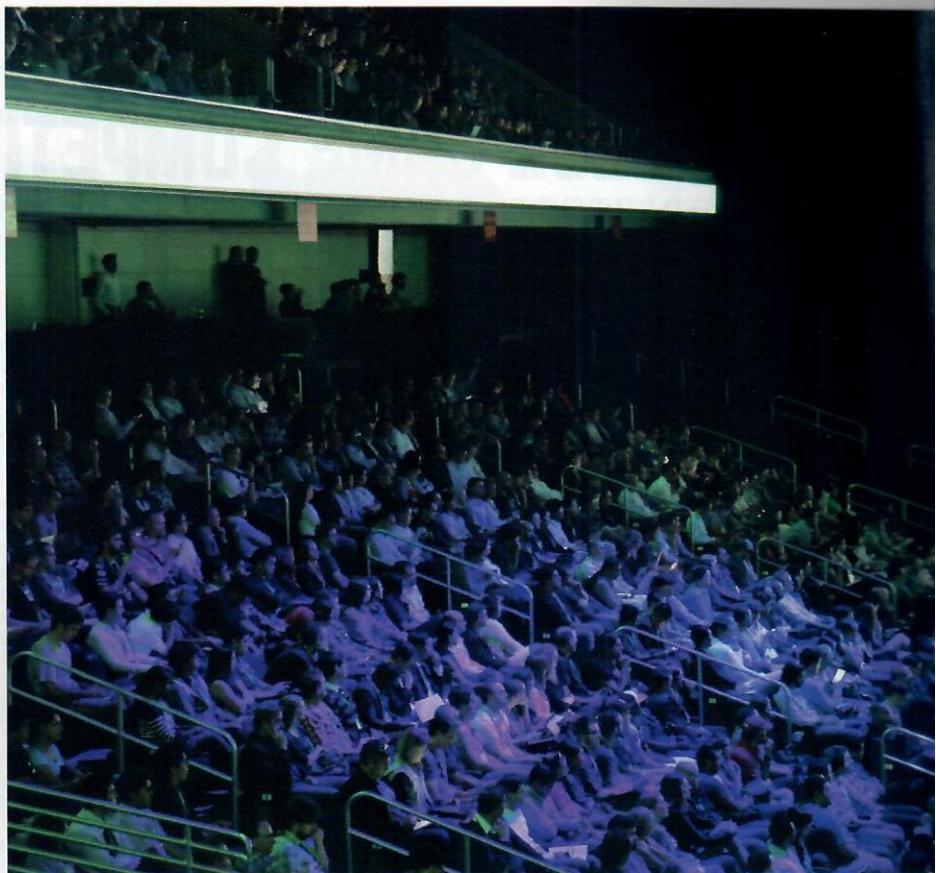
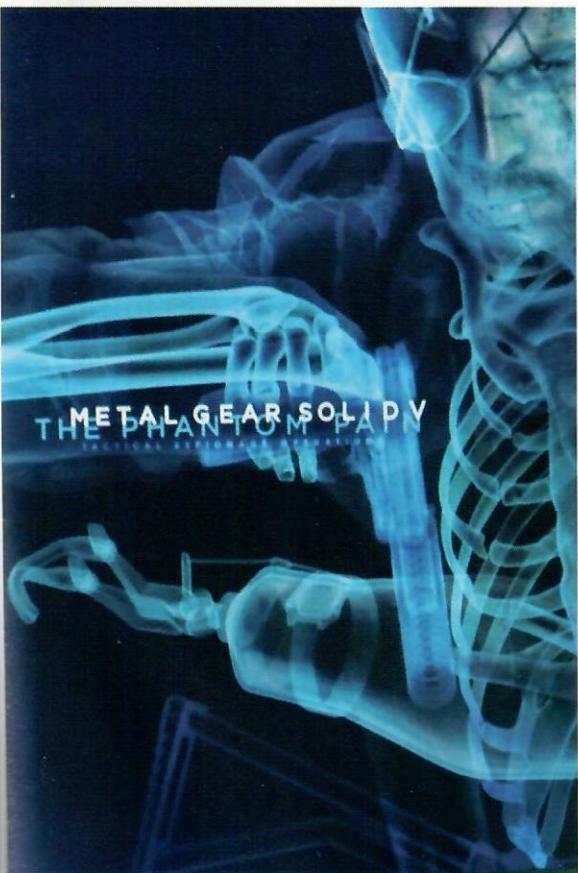
**2013**

For even more exclusive photos straight from E3 2013, head to [www.e3insider.com](http://www.e3insider.com)

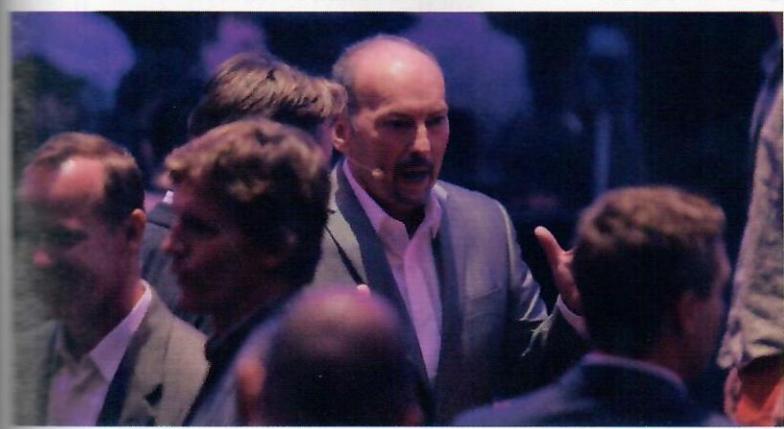
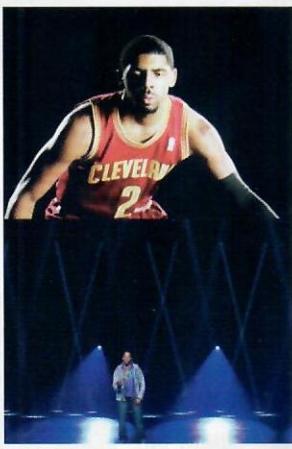


Clockwise from top-left:  
Ryse: Son of Rome;  
Microsoft announces Twitch  
streaming features for the  
Xbox One; the morning  
sun strikes the Los Angeles  
Convention Center; EA's  
press conference begins;  
Plants vs. Zombies: Garden  
Warfare brings out its  
(un)dead.





Clockwise from top-left:  
*Metal Gear Solid V* debuts on the Xbox One; the crowd prepares for E3; the Cleveland Cavaliers' Kyrie Irving presents *NBA Live 14*; UFC president Dana White with UFC champions Benson Henderson and Jon Johnson, and EA Sports UFC general manager Dean Richards; EA's Peter Moore lookin' tough; *Forza 5* on the road.



# E3 DEBUTS INAUGURAL COLLEGE GAME COMPETITION

TALENTED STUDENT DEVELOPERS IN THE SPOTLIGHT AT E3

This year's E3 will showcase the inaugural E3 College Game Competition, which is aimed at recognizing the best student talent in video game development. More than 400 U.S. colleges and universities with computer and video game development programs had a chance to submit their work, with five finalists selected by the jury to showcase their games at E3 2013.

"We were extremely impressed with the array of talent demonstrated by the E3 college competition submissions, and our finalists represent the most promising and innovative submissions as determined by industry veteran judges," said Rich Taylor, senior vice president of communications and industry affairs at the Entertainment Software Association. "Our goal is to nurture the next generation of industry talent, and our finalists earned their place

among the stellar lineup of top industry companies that will unveil exciting news and products at E3."

Taking top honors are: Alamo Colleges-Northwest Vista College, Brigham Young University, Savannah College of Art and Design, University of Chicago, and University of Wisconsin-Stout. In order to be considered, competing schools were required to submit a playable game, plus story details and relevant content assets.

The selection process included vetting by a distinguished judging panel led by Michael D. Gallagher, president and CEO of the ESA, and included leaders from across the video game industry, including: Kazuhiko Abe (president and CEO, Capcom); Laurent Detoc (president, Ubisoft); Christopher Grant (editor-in-chief, Polygon); Lou Kesten (video game reviewer, Associated

Press); Matias Myllyrinne (CEO, Remedy Entertainment); Jake Solomon (lead designer, Firaxis); and Noah Hughes (creative director, Crystal Dynamics).

"This sterling lineup represents some of the best and most respected talent in our field, and we are grateful for their support," said Taylor. "Encouraging and recognizing academic talent is key to our industry's future, and the ESA is pleased to honor outstanding student achievement and to provide these students with a well-deserved spotlight at E3."

The finalists will have the opportunity to mingle with top game industry figures including publishers, developers, venture capitalists, and marketing executives. The five colleges, their winning games and student developers can be found at booth #2835 in the South Hall.



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17173.COM	2654 SOUTH
2014 FORD FIESTA	5612 WEST
AGAWI INC.	2323 SOUTH
BANDFUSE	PMR 308A
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CIINOW, INC.	OFMR 6808 CONCOURSE
CROCOBEE	ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)
GLASSUP	ONLINE & MOBILE GAME PAVILION (CONCOURSE FOYER)
KING	OFMR 6709 CONCOURSE
LIONEL TRAINS	2358 SOUTH
NASA/JPL	WEST HALL LOBBY
NIVAL	OFMR 6609 CONCOURSE
PLAYJAM	OFMR 6408 CONCOURSE
SKARA - THE BLADE REMAINS	2559 SOUTH
VIDEO GAME VOTERS NETWORK	WEST HALL LOBBY

You might know **Joshua**. He loves video games, and he owns enough to know they're not all meant for kids. That's why he reminds his friends (at least the ones that have kids) that they all have **big black letters on the box** to help parents find the ones that are best for their families.

You can learn about those ratings at **ESRB.org**.

J.C.

Los Angeles, CA



# DRAGON QUEST



TM

## Autograph Session!



**ATLUS welcomes George Kamitani!**

ONE DAY ONLY! ONE HOUR ONLY! Mr. Kamitani, the president and driving creative force of Vanillaware, will be signing an **E3-EXCLUSIVE PRINT!** First come, first served.

**George Kamitani autograph session:**

**When: Wednesday, 6/12, 11am-12pm** (line-up begins 10:30)

**Where: ATLUS booth, West Hall #5010**